HOUSEWARES SHOW

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	CORNING			
1	V-1 Visions 1-qt cvrd saucepan	2,143	14.39	30,837.77
2	F-14 French White 4-qt cvrd oval cass	183	30.14	5,515.62
3	V-300 Visions 6-piece set, 1-1.5-2.5 qt	106	44.99	4,768.94
4	F-2 Corning 2.5-qt oval cass/ld, wh	207	22.49	4,655.43
5	V-20 Visions 1.5-qt dbl boiler w/cvr	130	28.79	3,742.70
6	F-21 Corning roaster f/w, 4.5 qt	129	28.79	3,713.91
7	F-3 Corning 10" pie/quiche, white	216	13.94	3,011.04
8	A-3080P Corning 3-qt saucepan Spice	102	24.74	2,523.48
9	F-1 Corning 2.5-qt rd cass/ld, white	120	20.69	2,482.80
10	F-330-S Corning Set F-1, F-3, F-5, white	50	47.69	2,384.50
	PYREX			
1	233 3-qt Oblong bake dish	1,242	7.19	8,929.98
2	508-N 8-oz liquid measure	3,191	2.69	8,583.79
3	532 32-oz liquid measure	1,537	4.94	7,592.78
4	2330-S 3-qt ut dish w/basket	384	18.89	7,253.76
5	234 4-qt oblong bake dish	714	9.44	6,740.16
6	516-N 16-oz liquid measure	1,869	3.41	6,373.29
7	8014 1.5-liter cold bev servr	1,152	5.12	5,898.24
8	564 64-oz Batter bowl	772	7.19	5,550.68
9	3515 1.5-liter juice jug	1,188	4.49	5,334.12
10	6840-S 2-qt Ut cass w/basket	248	18.89	4,684.72

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	DINNERWARE			
1	T-20-82 Crnrstn 20-pc set, chn bism	110	89.99	9,898.90
2	16-N Corelle 16-pc set, white	136	34.19	4,649.84
3	418 Corelle med bowl (4), white	285	13.94	3,972.90
4	2020-7 Expression 20-pc set, Wildflower	58	67.49	3,914.42
5	T-20-81 Crnrstn 20-pc set, Royal Garden	42	89.99	3,779.58
6	16-23-N Livingware 16-pc set, Mrng Blue	102	34.19	3,487.38
7	3216-32 Dimensions-4 16-pc set, Cinn	65	51.29	3,333.85
8	C870010 A/H Set 20-pc stoneware, adobe	96	31.49	3,023.04
9	C8700/5 A/H Set 20-pc stoneware, terrain	88	31.49	2,771.12
10	16-4 Corelle 16-pc set, gold	77	34.19	2,632.63
	RUBBERMAID			
1	2894-CH Rghnck rnd cn, 32 gal, chclt	2,364	22.49	53,166.36
2	2894-GR Rghnck refuse, 32 gal, gray	1,044	22.49	23,479.56
3	2965-AL Rctngl r lndry bskt, almond	1,857	6.02	11,179.14
4	2936-AL singl turntable, almond	4,152	2.69	11,168.88
5	2965-C rctngl r lndry bskt, chclt	1,707	6.02	10,276.14
6	2951-AK rctngl r dishpan, 11Z13, almond	2,731	3.41	9,312.71
7	2937-AL twin turntable, almond	1,854	4.76	8,825.04
8	0450-W bathtub mat, 14x22, white	2,604	3.32	8,645.28
9	2858-AL step-on wst bskt, almond	636	13.49	8,579.64
10	6032-AL Dlx dish drain, wire, almond	1,254	6.83	8,564.82

(Continued on page 66)

WHERE WILL YOUR BUSINESS COME FROM IN 1984? CHAIN STORE GUIDE GIVES YOU THE ANSWERS!

This year marks our 50th anniversary as the nation's leading publisher of retail market information. For the past half-century, we've been in the business of researching and publishing the most comprehensive, accurate and up-to-date retail market directories available anywhere.

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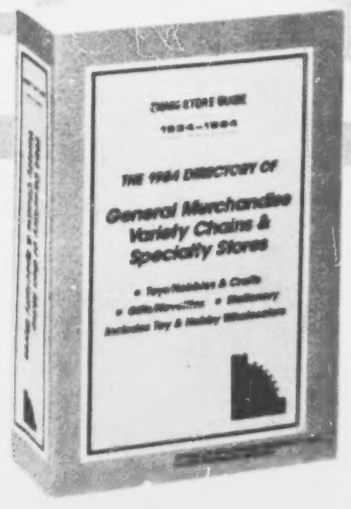

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PMA PRODUCT MOVEMENT AUDIT

Economy

(Continued from page 60)

gories. The proliferating wholesale clubs and home centers are a concern—and they're snatching business from the small independents—but large discounters have service and selection over these other operators. Discounter formats should enable them to keep their share of the housewares pie.

Looking ahead to next year, no large supplier price increases are appearing on the horizon. That's a direct result of more moderate union demands, continued competition, the impact of direct importing by retailers and continued heavy competition among vendors.

Since direct importing is better suited for large retailers than small chains, we recently showed an assortment of 20 imported items—including glassware, cookware, steamer baskets, spice racks and chrome giftware—that attracted healthy interest. Not everyone can afford to send buying teams abroad.

New Moves

Corning is one manufacturer which has responded to consumers' value-consciousness by offering many new products and aggressively promoting much of its assortment. Anchor Hocking's competitiveness may also be pressing Corning into its heightened promotional stance.

Among Corning's new products, French White quickly copped nine of the top 15 category listings. Its upbeat gourmet look made it an instant winner in our markets.

Combined with Visions stovetop cookware, it's the heart of Corning's current offerings. Visions' transparency made the line distinctive enough to capture the No. 1, 3 and 5 spots. In its few months, Visions is already far more successful than Corning's metal-based stovetop line which never

(Continued on page 66)

2nd-Qtr. Net Sets Jamesway Record

SECAUCUS, N.J. — Jamesway reported record earnings for the second fiscal quarter ended July 28, 1984, of $3,276,000 on net sales of $115,844,000.

This compared to net income of $2,852,000 on sales of $103,034,000 for the second quarter of 1983.

For the first half of 1984, net income totaled $3,965,000 on net sales of $201,906,000 as compared to same-period 1983 earnings of $3,714,000 on sales of $178,759,000.

Herbert Fisher, chairman of the board, stated that second-quarter earnings results were achieved on a 9% store-for-store sales increase.

Arlie Lazarus, president and ceo, said that the company will open six more stores by the end of the year in Lancaster, Middletown, Luzerne, Allentown and Bethlehem, Pa., and New Castle, Del.

The company operated 79 stores at the close of the second quarter as compared to 76 a year earlier.

HOUSEWARES SHOW

H. J. Wilson, Macon, Ga., suspends direct lighting and hangs colorful kitchen textiles high as eye arresters, drawing shoppers into decorative kitchenware area of woodenware, tea kettles and tool sets. *(DSN photo)*

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	GLASSWARE			
1	1020 Riley 1-gal sun tea w/tap	1,441	6.29	9,063.89
2	0020 Riley 1-gal sun tea jar	2,190	3.59	7,862.10
3	15401 G/H glass drinking jar w/hndl	5,345	1.25	6,681.25
4	274-M A/H jar, 1 gal, sqr/metl, screwtp	1,375	4.67	6,421.25
5	80540065 Durand set, 20-pc, rattan dnnrwr	129	33.29	4,294.41
6	3053351 Durand antique sld bwl, 9¾"	761	4.49	3,416.89
7	515 Libbey 4-pk wine citain, tall, 6 oz	448	7.46	3,342.08
8	905 Libbey 4-pk cooler, chivalry, crystal	558	5.84	3,258.72
9	1090 Riley 1-gal all bev w/tap	506	6.29	3,182.74
10	9016809 Durand palais stm gblt, 8¾ oz, 4P	214	14.39	3,079.46
	GADGETS			
1	GX-100 Tric filter bskt, generic (100 pk)	13,548	0.89	12,057.72
2	107 Sw cn opn "Jr," sml hand, asst	3,600	2.69	9,684.00
3	PA4-100 Mlt cone fltr no 4 (6 cup) 100 ct	2,772	3.41	9,452.52
4	407-A Sw cn opn, "5 Yr," hand, almond	1,705	5.39	9,189.95
5	PA4-40 Mlt cone fltr, no 4 (6 cup), 40 ct	5,484	1.52	8,335.68
6	8153-2 Sunbeam timer, shrt rng, almond	958	8.09	7,750.22
7	407-C Sw cn opn, "5 Yr," hand, choc	1,428	5.39	7,696.00
8	102-AC R/K refl bowl, 8", plug-in element	2,520	3.05	7,686.92
9	PA6-100 Mlt cone fltr no 6 (10 cup), 100 ct	2,082	3.59	7,474.38
10	101-AC R/K refl bowl, 6", plug-in element	2,700	2.60	7,020.00

Source: Bacar, distributors, San Jose, Calif., for the July 3 to Aug. 13, 1984, period, covering 658 stores, including 480 mass merchandisers. Average retail prices reflect typical price points for mass merchandisers.

PMA
PRODUCT MOVEMENT AUDIT

Economy

(Continued from page 62)

caught on.

One of our hottest categories is closet, powered by the popularity of Corr/Pak, various utilitarian corrugated storage boxes for under-bed and top-of-closet that bear little fashion element except for a simulated wood grain finish on some items. Their prices range up to $16.99 retail for a four-drawer chest.

Simply, people living in smaller spaces need more organization and less clutter. That trend will continue, since high housing costs are causing smaller structures to be built.

Surprisingly, closet organizers didn't produce the turns we thought we'd get. They're bulky items, and we're downplaying them.

Since the April introduction of Lola Extend-A-Puff and Extend-A-Squeegee—which are now our No. 1 and 2 cleaning items—we've seen a strong pickup in the cleaning/chemicals category. Their handles extend to 6 ft., which is a simple concept that no one had before; that feature helped these items forge rapid market penetration.

Making a smaller splash in the category is the new Willert toilet bowl fresh deodorant tree, currently our No. 4 item. Its tree display generates impulse sales.

More Winners

Cookware and bakeware, which are in a stable price pattern this year, continue to be dominated by the Wear-Ever Preferred fry pans. Wear-Ever's 5-piece Premium Chef Set, made of heavier aluminum, is in ninth place, which further reflects consumer willingness to trade up. T-Fal, a French import, remains a category mainstay.

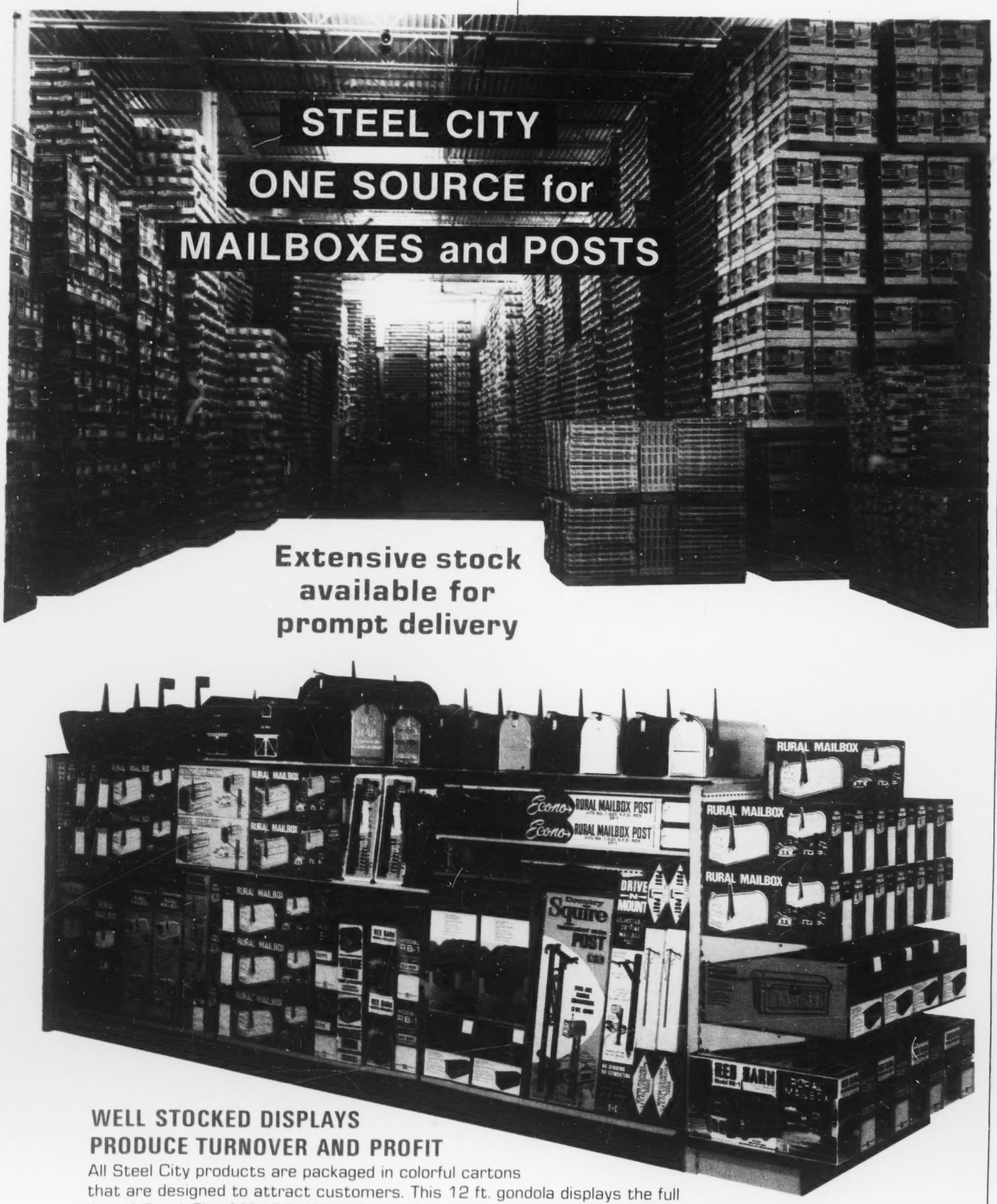
Consumers' increased sophistication about how to use their microwave ovens is contributing to strong category growth of many accessories. Single-serve dishes and special function items, such as corn poppers, browning grills and the Nordic Micro-Go-Round rank among the best sellers.

In our markets, Anchor Hocking, Nordic and Corning pretty well split up the category. Litton is not as strong here, and Rubbermaid's Cookables and Heatables line—which replaces its first failed entry—is too new to yet have impact.

Drinkware movement tells us that crystal and very light solid tints are favored, while patterns are out. An industry-wide surprise in jars is the continued popularity of the Riley 1-gal. Sun Tea jar, our No. 2 item which was outstripped only by its new version with a tap. The latter sells for about $3 more, and both are strong sellers year-round now.

Crown Stock Split

MINNEAPOLIS — Crown Auto, the 52-store Midwest auto parts chain, has issued a stock split in the form of a 50% stock dividend, payable to shareholders of record Sept. 4, 1984.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HOUSEWARES SHOW

Supply Situation Improves

By ARNOLD REINHARD
General Sales Manager, Schreiber Company

The housewares supply picture has changed markedly for the better since 1984 reached its midpoint. Manufacturers who kept inventories lean because of interest rate pressures early in the year are now maintaining supplies even with orders—despite intensified rate pressures that have come to pass.

Earlier commitments by retailers—who are extending their forecasts to eight months out and more, up from the common six-month practice—have helped this to happen.

Vendors and retailers are optimistic this year, and don't want supply shortages hindering an anticipatedly strong Christmas season. Discounters are experiencing 10%-25% category sales growth this year, and expect 10%-15% volume gains in 1985.

Our trading area, which includes the Northeast, Southeast, mid-Atlantic and North Central states, has been generally strong for housewares volume—except for some highly industrialized areas.

For the first time in two years, discounters are adding sku's to their mixes—particularly higher-ticket, higher-margin microwave cookware and accessories, and closet storage items. Trade-up efforts in these segments contrast with the intense pressure to keep prices down on most housewares.

For example, cookware and bakeware prices have dropped

(Continued on page 77)

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	CORNING			
1	A338 Trio set, spice	884	20.66	18,263.44
2	A33 Trio set, cornflower	716	17.81	12,751.96
3	Cov saucepan, 1 qt	730	10.48	7,650.40
4	V-20 1.5-qt dubl blr	208	20.98	4,363.84
5	A-5-8 5-qt saucepan spc	150	25.08	3,762.00
6	A-3-8 cvrd saucepan, 3	175	19.40	3,395.00
7	A-3 cvrd saucepan	176	17.69	3,113.44
8	V-1.5 cvrd pan, 1.5 qt	246	12.58	3,094.68
9	V-3.5 cvrd stm/stw	160	18.50	2,960.00
10	V-7 saucepan, 1.5 pt	300	9.07	2,721.00
11	V-5 cvrd saucepan, 5 qt	93	17.23	1,602.39
12	P-104-8 6-cup teapot	96	15.78	1,514.88
13	P-104 6-cup teapot	104	13.96	1,451.84
14	P43W petite pan set	147	9.64	1,417.08
15	A337 Trio set wldflwr	60	20.66	1,239.60
	PYREX			
1	3250-S 2-liter jug	1,254	4.43	5,555.22
2	2330 Bake dish & basket	364	14.62	5,321.68
3	6840 Cssrl & basket	268	14.62	3,918.16
4	8014 Store & Pour	912	4.02	3,666.24
5	7020 2-qt cssrl & basket	212	14.62	3,099.44
6	300-61 Bowl set, frst	276	10.84	2,991.84
7	463-D 6-oz custard	864	3.05	2,635.20
8	95 Mix bowl set, 3 piece	324	7.07	2,290.68
9	229 9" Deep pie	864	2.58	2,229.12
10	2320-F 2-qt Dish & basket	200	9.80	1,960.00
11	325 2.5-qt Mix bowl	708	2.74	1,939.92
12	470-95 Bak/Str col m	143	13.50	1,930.50
13	233 Utility dish, 3 qt	330	5.63	1,857.90
14	213 Loaf dish	606	2.89	1,751.34
15	234 4-qt baking dish	234	7.40	1,731.60

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	MICROWAVE			
1	Micr PM486/T1 divided plate	2,988	5.13	15,328.44
2	Micr PM481/T1 utility pan	2,736	5.13	14,035.68
3	Micr PA600/122 turntable	398	28.22	11,231.56
4	Micr PM469/T1 bacon rack	1,967	5.13	10,090.71
5	Micr PM446/T1 Rd bacon rack	1,884	5.13	9,664.92
6	Micr PM447/T1 muffin pan	1,632	5.13	8,372.16
7	Corning MW-2 MW browning grill	259	26.72	6,920.48
8	Micr PM444/T1 bake sheet	1,260	5.13	6,463.80
9	Micr PM498/T1 Bundt cake pan	1,124	5.72	6,429.28
10	Micr PM400/126 popcorn popper	636	9.45	6,010.20
11	Corning MW-83-W menuet browner	369	13.59	5,014.71
12	Micr PM459/T1 baking ring	888	5.13	4,555.44
13	Micr PM 490/T1 loaf pan	858	5.13	4,401.54
14	Litton A5026 2-qt obl bake mw	582	7.41	4,312.62
15	Micr PM400/129 Sidedishes	942	4.35	4,070.70
	RUBBERMAID			
1	2864 Swingtop basket, chocolate	930	7.32	6,807.60
2	8765 Ice tray display	4,782	1.37	6,551.34
3	2864 Swingtop basket, almond	840	7.32	6,148.80
4	0450 Bath mat, light blue	2,123	2.74	5,817.02
5	2965 Laundry basket, yellow	1,133	4.98	5,642.34
6	2965 Laundry basket, chocolate	1,132	4.98	5,637.36
7	0450 Bath mat, white	1,944	2.74	5,326.56
8	2864 Swingtop basket, yellow	690	7.32	5,050.80
9	2965 Laundry basket, almond	962	4.98	4,790.76
10	3063 Gal pitcher, chocolate	1,343	3.42	4,593.06
11	0450 Bath mat, almond	1,524	2.74	4,175.76
12	2843 Hooded can, chocolate	328	12.60	4,132.80
13	0450 Bath mat, chocolate	1,452	2.74	3,978.48
14	3063 Gal pitcher, almond	1,050	3.42	3,591.00
15	2858 Step-On can, chocolate	308	11.26	3,468.08

(Continued on page 77)

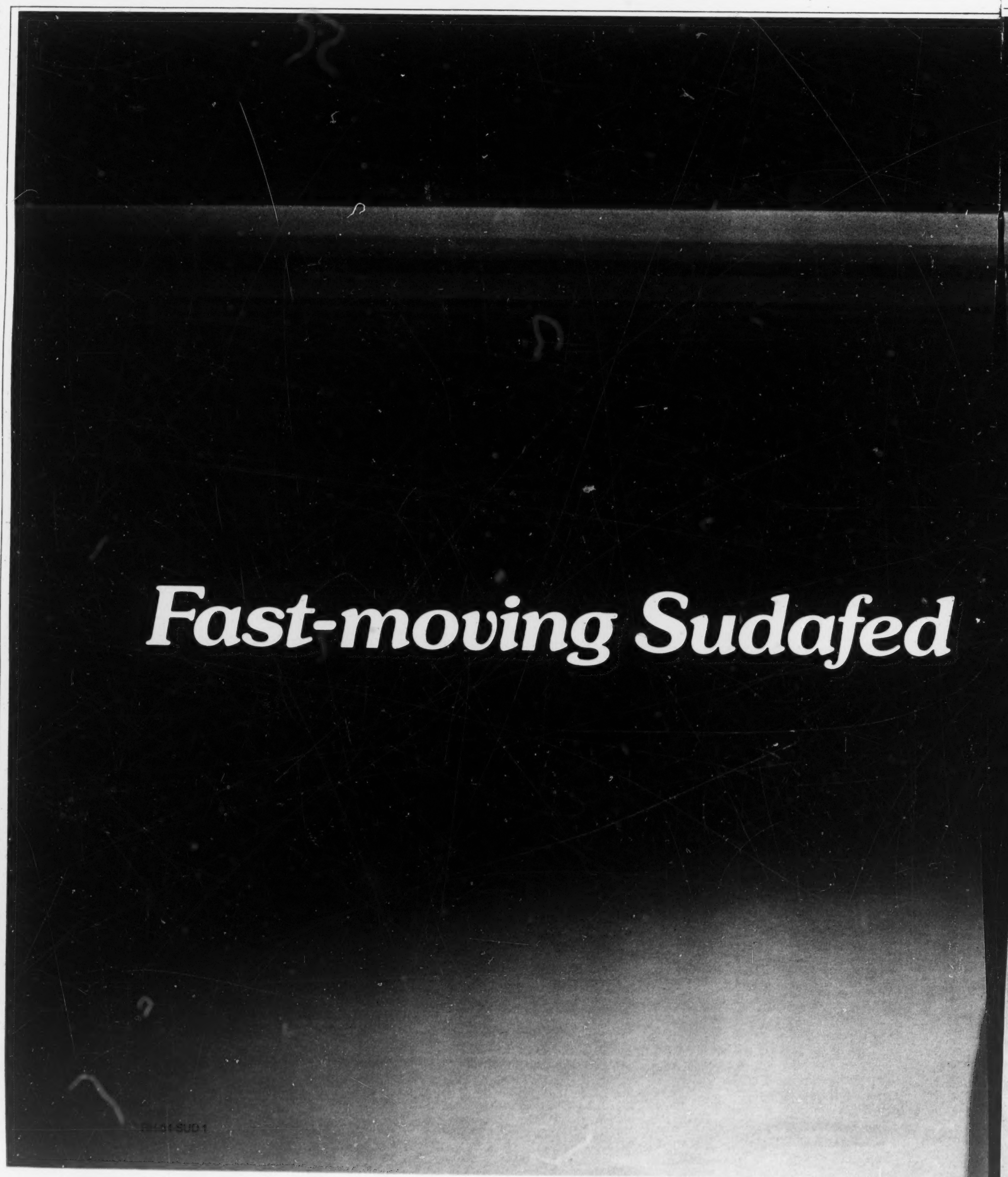
Heck's Net Drops For Quarter, Half

NITRO, W. Va. — Heck's reported sharp drops in net income for the second quarter ended June 30, 1984, and for the half. For the quarter, net income was $1,394,000, or 16¢ per share on net sales of $111,644,000. This compared to same-quarter income a year ago of $2,639,000, or 29¢ per share on sales of $102,427,000.

For the first half of the fiscal year, net income totaled $1,904,000, or 21¢ per share, on sales of $204,718,000, vs. 1983 half-year income of $3,065,000, or 33¢ per share, on sales of $192,073,000.

According to the chain's second-quarter report, Heck's quarter and six months' earnings lagged behind last year's corresponding periods primarily as a result of "internal programs keyed to the modernization and upgrading of almost all of the company's stores chainwide."

The program involves 115 of the company's 123 stores in nine states, and is expected to be completed this month.



HOUSEWARES SHOW

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	BATH SHOP			
1	Mayfair 66TT toilet seat, white	1,559	7.50	11,692.50
2	Naut N8773 essex oak cbnt	190	36.92	7,014.80
3	Selfix 443 portable shower	797	7.98	6,360.06
4	Naut N323LW ventura cbnt	142	40.60	5,765.20
5	Kellogg 215 bowl brush tamp	4,848	0.98	4,751.04
6	Selfix C-441 shampoo spray	2,772	1.70	4,712.40
7	Mayfair 13D toilet seat, white	374	12.15	4,544.10
8	Naut N407BC vanguard cbnt	190	20.71	3,934.90
9	Selfix 2208 tissue holder	3,216	1.20	3,859.20
10	Mayfair 44D toilet seat, white	379	8.92	3,380.68
11	Count 410N-90 wicker scale, white	211	14.14	2,983.54
12	Mayfair 13D toilet seat, blue	206	12.15	2,502.90
13	Ekco 38170 24" towel bar	996	2.34	2,330.64
14	Ekco 38110 18" towel bar	1,163	2.00	2,326.00
15	Mayfair 13D toilet seat, brown	171	12.15	2,077.65
	CLOSET SHOP			
1	Mabx 288 moth balls, 1 lb	7,484	1.19	8,905.96
2	Lee 3X66 garment rack, brown	686	12.32	8,451.52
3	Wall 616 expand coat rack	3,348	1.26	4,218.48
4	Mabx 287 moth flake 1 lb	3,237	1.19	3,852.03
5	Corr M755 3-piece skirt hanger	1,944	1.82	3,538.08
6	Corr M766 4-tier skirt rack	1,104	2.18	2,406.72
7	Corr C2806 underbed ch cd	1,728	1.34	2,315.52
8	Mabx 447 para nugts 2.5	549	4.20	2,305.80
9	Corr W840H 2 wood pnt hanger	1,704	1.33	2,266.32
10	Mabx 539 cedar moth cake	2,496	0.87	2,171.52
11	3X11 W841H wood skirt hanger	1,608	1.33	2,138.64
12	Mabx 128 hang block asst	1,728	1.20	2,073.60
13	Lee 3X72 tension closet rod	240	7.94	1,905.60
14	Corr W2410 stor chest wal	1,128	1.62	1,827.36
15	Mabx 457 heart freshener 3 p	1,728	1.00	1,728.00

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	COOKWARE			
1	Ghsw 0707 21-qt cvrd canner	1,650	13.77	22,720.50
2	Regl W3270 10" gourmet pan	2,891	5.04	14,570.64
3	Mirro MO512 press cann, 12 qt	240	57.78	13,867.20
4	Foly 397-79 7-piece cook set	452	26.33	11,901.16
5	Regl W3271 12" gourmet pan	1,548	7.58	11,733.84
6	Norm 507 7-qt blancher	1,056	8.91	9,408.96
7	Regl W3269 8½ gourmet pan	2,351	3.36	7,899.36
8	Ekco 64100 cookie sheet	2,100	2.86	6,006.00
9	Ekco 64330 oblong cake pan	2,088	2.86	5,971.68
10	Wear 26014 10½ griddle	486	11.53	5,603.58
11	Mirro MO932-36 tea ktl cho	1,104	4.93	5,442.72
12	Kenc MB-13 13-qt SS bowl	984	5.06	4,979.04
13	Mirro W0788-34 fry pan, 12	486	9.69	4,709.34
14	Stnc 602-8 burn bib fital	3,648	1.28	4,669.44
15	Stnc PC500-8 burner big ge	3,624	1.28	4,638.72
	CLEANING/CHEMICALS			
1	Texize 087 Glass Plus refill	24,060	1.60	38,496.00
2	Texize 271 Fantastik spray	19,404	1.75	33,957.00
3	Dow 3264-9 bath cleaner, 17	9,720	1.56	15,163.20
4	Drackett 295 10-oz Endust, lemon	5,352	2.83	15,146.16
5	Boyl 215 Spray starch, 22	10,884	1.31	14,258.04
6	Lehn 2291 Lysol spray, 12	5,016	2.83	14,195.28
7	Lion 4054 12-oz Hum-I-Dri	12,288	1.13	13,885.44
8	Lehn 2530 Basin Tub Tile, 17	7,824	1.70	13,300.80
9	Purx 1627 Trend 147 oz	2,708	4.69	12,700.52
10	Lehn 2845 Lysol Scent 11	4,356	2.83	12,327.48
11	Drackett 293 10-oz Endust	4,284	2.83	12,123.72
12	Purx 3007 Brillo pad, 18 ct	8,640	1.30	11,232.00
13	P&G 4967 Downy Concentrate, 21	3,552	2.91	10,336.32
14	3MCO 4101 Scotch Guard, 16 oz	1,872	5.28	9,884.16
15	Amcy 40175 Pine Sol, 34 oz	3,348	2.93	9,809.64

(Continued on page 79)

is now moving into TV

The plan that produced these dramatic test market results is now moving into national network TV, reaching 96% of all American households.

And remember, SUDAFED® is already a fast-moving item: first in sales among nasal decongestant tablets** and first in recommendations by doctors and pharmacists.***

Don't miss the show. Stock up on the entire SUDAFED line... then watch it *move*!

Burroughs Wellcome Co.
Research Triangle Park, N.C. 27709
Greenville, N.C. 27835

*Data on file, Burroughs Wellcome Co. (Jan-April 1984 vs. Jan-April 1983) **Data on file, Burroughs Wellcome Co. Unit and dollar sales, 12 months ending June 1984. ***Data on file, Burroughs Wellcome Co.

PMA PRODUCT MOVEMENT AUDIT

Supplies

(Continued from page 76)

10%-15% during the past year-and-a-half because Du Pont lowered its restriction on the minimum gauge metal that must be used with SilverStone. On top of that, manufacturers led by Corning are offering about 20% more specials in the second half of 1984 than last year.

Suppliers such as Foley and Mirro have already held back planned price hikes in 1984. Generally, retailers don't have to fight as hard for ad dollars and deals as in the recent past.

The strength of the dollar overseas and heightened discounter importing efforts have done a lot to help moderate prices, especially in cookware. However, we see aluminum prices edging up into 1985, and expect that plastics prices will too, since oil costs are climbing again.

In glassware, domestic suppliers such as Libbey and Anchor Hocking are working close to the vest to stem further encroachment by French imports from Durand and Mexican imports from Crisa.

clear inventory of boxed goods overstocks and gain market share in a crowded field. Wheaton was hurt by this latest round, and retailers question the company's current vibrancy.

Little Change Seen

Discounters also cited little sales impact from Libbey's rim chippage guarantee, introduced at the April Housewares Show.

Stemware, with volume now nearly equaling tumblers, is emerging as a category bright spot because of the continued popularity of wine drinking.

Microwave cookware is our fastest growing category, up 20%-25% in 1984, as discounters increase sku's across the board and improve their cross merchandising efforts with microwave ovens. In our trading area, Anchor Hocking dominates the category listing, while Corning, Nordic and Litton are doing well. Rubbermaid, which just replaced its first line of microwave cookware with a more moderately priced line, hasn't caught on yet.

The addition of SilverStone to microwave cookware has had virtually no impact on the category. No one has ever shown a

(Continued on page 79)

Gourmet Show Due Nov. 11-13

NEW YORK — The Third New York Gourmet Products and Tabletop Show, set for Nov. 11-13 at Passenger Pier Terminals, is expected to have 1,000 exhibitors, up 25% over last year.

More than 7,000 buyers should attend the show, which will incorporate tabletop merchandise into its format for the first time, said co-producer National Fairs president Leonard Rogers.

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HOUSEWARES SHOW

PRODUCT MOVEMENT AUDIT

Supplies

(Continued from page 77)

need for it. Food sticking to dishes is not a major drawback to microwave use.

Closet and storage is a strongly developing area for discounters. It's gaining its own identity as a category rather than just a section. Chains are broadening their assortments, including $80-$120 organizers which they generally buy direct; improving adjacencies, as they place it near bath departments and domestics, and taking a strong promotional posture, especially with colored plastic hangers. The category is becoming more and more promotional.

In small plastics, Rubbermaid Servin' Savers line has boosted our food storage volume 10% this year and is bound to heighten the category's visibility.

In gadgets, discounters are largely dropping the low-end $1 items, leaving that business to grocery chains, which are shopped more often and can command the turns. Discounters are able to improve their presentation by coordinating colors, grouping by usage and taking advantage of better packaging graphics.

Promising Area

Chemicals benefited from this year's heavy rains, which created excellent demand for insecticides and made Johnson's Raid one of our best sellers. People looking for more effective control are now stepping up to $6 and $7 indoor foggers, from the $1-1.50 spray can they used to buy.

There's also greater consumer awareness of scent control to make homes attractive. This has given air fresheners a strong promotional boost this year.

Tableware movement, which has suffered lately because of the glut of 20-piece import sets on the market, is coming back a bit. Corelle is performing strongly, and will seek price advantages with deep price cuts later this year. Overall, tableware prices are the same as in 1983 because of extensive competition. We expect a strong second half in flatware based on promotional successes of 20- and 25-piece sets at $9.99, and stable cutlery performance.

Corning's extensive promotions of Visions cookware has made it a hot seller in single pieces and sets up to $30. French White is not selling as well. Corning's spice-patterned vessels are its best; cornflower is still good, while many discounters have dropped wildflower.

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	GLASSWARE			
1	Kerr 521 sun tea jar, 1 gal	6,520	1.52	9,910.40
2	Anchor 3600/810 bev set, 24	707	10.29	7,275.03
3	Kerr 519 widemouth qt jar	674	7.11	4,792.14
4	Kerr 518 widemouth pt jar	748	6.24	4,667.52
5	Kerr 503 reg pint jar	839	5.39	4,522.21
6	Kerr 105 8-oz jelly jar	750	5.70	4,275.00
7	Kerr 505 reg qt jar	633	6.37	4,032.21
8	Anchor H88F 2-qt meas bowl	846	3.77	3,189.42
9	Drnd 8001356 diamt bowl, 9	1,040	2.68	2,787.20
10	Drnd 8050130 24-pc, Lancer	156	15.05	2,347.80
11	Napc RP6 replacement bowl, 6	216	10.06	2,172.96
12	Drnd 8011017 diamt bowl, 5	2,496	0.87	2,171.52
13	Anchor N4032 gd lido tea, 22	5,873	0.30	1,761.90
14	Anchor W1070 bud vase, 9 in	2,268	0.77	1,746.36
15	Napc RP4 replacement bowl, 4	162	10.06	1,629.72
	TABLE TOP			
1	Corelle 16-6 16-piece set, brown	1,410	24.49	34,530.90
2	Corelle 16-4 set, gold	1,314	24.49	32,179.86
3	Corelle 16-1 set, green	1,276	24.49	31,249.24
4	Corelle 16-23 16-piece set, mb	1,140	24.49	27,918.60
5	Corelle 16-14 16-piece set, white	772	18.84	18,906.28
6	Corelle 16-5 set, blue	532	24.49	13,028.68
7	Corelle 35-23 35-piece lt blue set	86	59.07	5,080.02
8	Corelle 35-4 35-piece gold set	62	59.07	3,662.34
9	Corelle 35-1 35-piece green set	61	59.07	3,603.27
10	Corelle 35-6 35-piece brown set	37	59.07	2,185.59
11	Corelle 35 35-piece, white	29	59.07	1,713.03
12	Corelle 2020-13 20-piece set, md	32	49.84	1,594.88
13	Corelle 2020-12 20-piece set, in	30	49.84	1,495.20
14	Corelle 3216-34 slate 16-piece	36	36.27	1,305.72
15	Corelle 2020-7 20-piece st, wldflr	26	49.84	1,295.84

Source: Schreiber, Lititz, Pa., for the 30-day period ended Aug. 3, 1984, covering 600 stores, including 520 discount stores in the Northeast, Southeast, mid-Atlantic and North Central regions. Average retail prices reflect typical price points for discount chains.

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	GADGETS			
1	Swin 407/1 Port Open Asst	1,643	4.23	6,949.89
2	Aluminum Hswrs 1574 4Pk Paring Knife	4,752	1.41	6,700.32
3	Trav 6666 Sunbeams	5,064	1.17	5,924.88
4	Brom 119 4 Sided Grater	3,906	1.47	5,741.82
5	Mirro E9631 Jar Lifter	1,200	3.56	4,266.00
6	Ekco 08652 Can Opener	2,796	1.44	4,026.24
7	Mirro E9604 Corn Cutter	1,284	2.85	3,659.40
8	Ekco 30401 Pan Turner Nylon	2,351	1.53	3,597.03
9	Arrow 13 Measure Cup Set	2,790	1.20	3,348.00
10	Ekco 30761 Small Turner Nylon	2,123	1.53	3,248.19
11	Alab 67024 Fly Swatter	9,792	0.33	3,231.36
12	Rhod 29006 Marktime Timer	474	6.38	3,024.12
13	Hook 73 Over Door Valet	2,280	1.29	2,941.20
14	Aluminum Hswrs 377 Adjstbl Cheese Slcr	2,602	1.13	2,940.26
15	Reed 190C Dustpan Copper	2,495	1.17	2,919.15
	SMALL PLASTICS			
1	Deka Plastics CB510 Care Bear mug	2,952	1.36	4,014.72
2	Selfix 2251 shower organizer	1,524	2.45	3,733.80
3	Deka Plastics CB950 Care Bear bowl	2,496	1.36	3,394.56
4	Arrow 0152 2-qt refrg bottle	2,507	1.34	3,359.38
5	Foley 253 nylon turner	4,506	0.63	2,838.78
6	Deka Plastics 740 ice cream cone mug	1,883	1.29	2,429.07
7	Deka Plastics CB530 Care Bear tumbler	1,968	1.13	2,223.84
8	Deka Plastics GR510 Garfield mug	1,440	1.34	1,929.60
9	Foley 254 nylon basting spoon	2,946	0.63	1,855.98
10	Arrow 073 Super Bowl Jr 22	2,697	0.64	1,726.08
11	Gess 576 Fat Cat coast st	1,751	0.98	1,715.98
12	Eagle 2757 juice bottle, 2 qt	1,116	1.51	1,685.16
13	Foley 268 nylon slot spoon	2,502	0.63	1,576.26
14	Alab 61992 cov coffee mug	1,680	0.84	1,411.20
15	Eagle 2755 1-qt juice bottle	1,349	0.99	1,335.51

Wal-Mart's Volume Up 37% For Aug.

BENTONVILLE, Ark. — Wal-Mart has reported net retail sales for August of $551,000,000, a 37% increase over the same period's sales a year ago of $403,000,000.

Sales for the seven months ended Aug. 31 reached $3,295,000,000, a 40% increase on sales of $2,356,000,000 a year ago.

Same-store sales increased 16% for August.

Club Is Hot!

Club is the market leader in CAST ALUMINUM cookware. No one comes close to our saleability and profit potential.

Club has the quality. Club has the price. And now Club has Duracast™, famous Club CAST ALUMINUM cookware priced right for promotion.

One look at the vivid, protective packaging tells you it's everything your customers are looking for and more.

Join Club and profit from our quality.

Club Products Company, Jacksonville, Arkansas 72076, 501-982-0555.

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The Leader In Cast Aluminum Cookware

Pick me up and feel the quality!
DURACAST
by Club Aluminum
10 INCH Cast Aluminum Saute Pan
• Heavy gauge CAST ALUMINUM for lasting durability and even heating
• Easy to clean non-stick Dupont SILVERSTONE
• Attractive almond CERAMIC EXTERIOR
• Easy grip OVEN SAFE HANDLE
• Cook with low heat setting for ENERGY SAVINGS
DU PONT SilverStone
Pick me up and feel the quality!
DURACAST
by Club Aluminum
11 INCH Cast Aluminum Griddle
• Heavy gauge CAST ALUMINUM for lasting durability and even heating
• Easy to clean non-stick Dupont SILVERSTONE
• Easy grip OVEN SAFE HANDLE
• Cook with low heat setting for ENERGY SAVINGS
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HOUSEWARES SHOW

Trade-ups, Promo Push Build Sales

By HAROLD RUBIN
President,
HalMar Distributors

Discounters keeping their department sizes stable have sought housewares productivity growth two ways this year: by stepping up to costlier, better quality merchandise where it makes sense, and by running special promotions more often.

Plastics and glassware remain highly suitable categories for this increased promotional activity. Discounters are advertising more and including more products in ads—which is the way they're catering to price-conscious consumers while trading up in other categories. One currently favored strategy is "your choice" ads which offer several items in a category at, say, 20% off rather than specific items only.

Overall, discounters are sticking with proven displays. Fashioning efforts to improve presentation and support trade-up efforts are already widely in place; major department resets under way are less common. Discounters may alter the colors and patterns they offer, or test particular categories, but are generally remaining stable.

At the same time, manufacturers have diminished their

(Continued on page 90)

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	CORNING			
1	V1 Visions 1-qt cvrd saucepan	7,089	13.49	95,630.60
2	V300 Visions 6-piece s pan set	1,620	43.37	70,259.40
3	F2 French White 2.5-qt oven cvrd cassrl	1,734	20.96	36,344.64
4	V20 Visions cvrd dbl boiler	1,164	26.99	31,416.36
5	P100 Minuette set, 3 piece	1,122	25.19	28,263.18
6	P168-57 Teapot, 8 cup, chocolate	1,178	23.12	27,235.36
7	P168-58 Teapot, 8 cup, lemon	1,118	23.12	25,848.16
8	P104-8 Spice teapot	1,351	18.89	25,520.39
9	F260 French White 3-piece set	771	30.14	23,237.94
10	F3 French White 10" pie plate	1,790	12.86	23,019.40
11	P168-60 Teapot, 8 cup, Blueby	962	23.12	22,241.44
12	P104 Teapot	1,180	17.09	20,166.20
13	F1 French White 2.5-qt cvrd cssrl	945	20.96	19,828.16
14	F14 French White 4-qt cvrd oval cssrl	669	28.16	18,839.04
15	A21-Corning roaster	818	22.49	18,396.82
	COOKWARE			
1	Ekco 64330 Bakers db cake pan	17,127	3.95	67,651.65
2	Ekco 64110 Bakers cookie sheet	14,412	4.40	63,412.80
3	Foley 38079 saute pan, 10"	6,192	8.09	50,093.28
4	Foley 38279 saute pan, 12"	4,284	10.79	46,224.36
5	Ekco 64100 Bakers cookie sheet	11,624	3.95	45,914.80
6	Ekco 64260 Bakers 12-cup muffin	9,305	4.76	44,291.80
7	Ekco 64260 Bakers roast/bake	7,507	5.39	40,462.73
8	Ekco 54110 cookie sheet	13,923	2.69	37,533.57
9	Hillside HM60SP spring form pan	4,185	7.19	30,090.15
10	Normandy 312G saucepot, 12-qt, bone	2,048	14.39	29,470.72
11	Mirro C5509/2292CN 9-cup percolator	3,214	8.99	28,893.86
12	Foley 28579 griddle, 11"	2,576	10.79	27,795.04
13	Mirro C7976/2706C 6-qt cvrd pot	3,043	8.99	27,356.57
14	Hillside HM50 SP layer cake-loosebot	3,498	7.55	26,409.90
15	Mirro C5507/2291 7-cup percolator	3,346	7.82	26,165.72

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	BATH			
1	Selfix N443 portable shower spray	4,241	10.34	43,851.94
2	Selfix 2253 shower caddy, lg	6,830	5.12	34,969.60
3	Selfix C441 shampoo spray	14,766	2.24	33,075.84
4	Magnolia M100 molded toilet seat, white	3,072	9.44	28,999.68
5	Ekco 38110 18" towel bar	9,697	2.69	26,084.93
6	Selfix 2110 twin hook	16,230	1.43	23,208.90
7	Ekco 38890 toilet tissue holder	8,949	2.51	22,461.99
8	Magnolia M3000A padded seat, white	1,280	17.54	22,451.20
9	Ekco 38170 24" towel bar	6,953	3.05	21,206.65
10	Selfix 2251 shower caddy	6,622	3.14	20,793.08
11	Ekco 38160 24" twin towel bar	3,978	4.76	18,935.28
12	Ekco 38120 12" towel bar	7,440	2.42	18,004.80
13	Selfix 2273 towel bar 18"	8,184	2.06	16,859.04
14	Selfix 2274 towel bar, 24"	7,416	2.24	16,611.84
15	Selfix 2298 tissue holder	7,488	2.15	16,099.20
	CLEANING/CHEMICALS			
1	3M FC4101 16-oz Scotch Guard	8,678	6.83	59,720.74
2	Texize 27k Fantastik spray, 32 oz	17,654	2.60	45,900.40
3	Johnson 0339 Pledge, lemon, 14 oz	10,982	3.23	35,471.86
4	Texize 084 Glass Plus spray, 32 oz	12,008	2.60	31,220.80
5	D-Con 201 Ready Mix, 16 oz	8,464	3.32	28,100.48
6	Drackett 293 Endust, 10 oz	7,992	3.50	27,972.00
7	Drackett 154 Vanish auto grn, 12 oz	12,950	2.15	27,842.50
8	D-Con 50 Mouse Pruf, 2 oz	18,830	1.43	26,926.90
9	Lehn 2291 Lysol spray, 12 oz	6,835	3.77	25,767.95
10	Scotts P16 Liquid Gold, 16 oz, pourable	5,664	4.40	24,921.60
11	Procter Dawn liquid detergent, 32 oz	7,140	3.32	23,704.80
12	Noxell 01941 Lestoil, 28 oz	6,590	3.41	22,471.90
13	Scotts A14 Liquid Gold 14-oz aerosol	4,944	4.49	22,198.56
14	Drackett 156 Vanish, 48 oz	8,678	2.51	21,781.78
15	Johnson 01351 Raid wasp/hornet, 18 oz	4,239	5.12	21,703.68

(Continued on page 90)

May Shareholders Approve 3-2 Split

ST. LOUIS — May Department Stores announced that its shareholders approved a charter amendment which allows a 3-for-2 stock split, increases the number of authorized shares of common stock from 60 million to 100 million, authorizes a new class of preferred stock which can be issued on terms and conditions determined by the board of directors, and eliminates preemptive rights.

May president and ceo, David C. Farrell said: "The vote by May shareholders reflects their confidence in the ongoing success of our business plan and the growth of the May Department Stores Company. We are gratified by the large participation of our shareholders in this vote and for their continuing support."

Cohen, Wachtel Leave MBS

NEW YORK — Seymour Cohen and Arthur Wachtel have resigned as board chairman and executive vice president, respectively, of Merchants Buying Syndicate.

The two have also sold their stock in the buying service back to MBS, which they helped to found along with the company's president, Richard Schott.

ALL IT TAKES TO SUCCEED ARE THE RIGHT CONNECTIONS.
The phone accessory market is booming. So you'd better hook up with AT&T Do-It-Yourself Wiring and Accessories.
We have it all. Converters. Cords. Jacks. Adapters. All blister-packed. All with easy-to-follow instructions.
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Consumer Products

HOUSEWARES SHOW

Cookware, bakeware and accessories receive added identity play at Ellman's catalog showroom, Atlanta, which achieves homey appeal by using wood fixtures, plants and carpeting. *(DSN photo)*

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	GLASSWARE			
1	Anchor 3600/672A Entertnr set, 40 pc	2,221	30.59	67,940.39
2	Anchor 3600 Cry Newport, 24-pc	2,998	16.19	48,537.62
3	Libbey 81837D 18-pc Capri set, blue	2,388	14.39	34,363.32
4	Libbey 81837T 18-pc Capri set, twny	2,269	14.39	32,650.91
5	Libbey 81837K 18-pc Capri set, gold	1,879	14.39	27,038.81
6	Libbey 82437D B1 Count Squire	887	29.69	26,335.03
7	Libbey 82486D 24-pc Bolero, blue	1,350	17.99	24,286.50
8	Libbey 82486T 24-pc Bolero, twny	1,340	17.99	24,106.60
9	Anchor N4000/344 Gc Breeze, 24 pc	1,123	19.97	22,426.31
10	Anchor 4523 Wexford butter/cov	9,902	2.15	21,289.30
	TABLE TOP			
1	Corelle 16-23 16-piece set, MB	8,384	32.84	275,330.56
2	Corelle 16-4 16-piece set, gold	7,561	32.84	270,986.24
3	Corelle 16-5 16-piece set, blue	6,665	32.84	218,878.60
4	Corelle 16-1 16-piece set, green	5,744	32.84	188,632.96
5	Expressions 2020-13 20-piece, Meadow	2,101	65.69	138,014.69
6	Expressions 2020-12 20-piece, Ind Smr	1,931	65.69	126,847.39
7	Expressions 2020-7 20-piece, Wldflr	1,920	65.69	126,124.80
8	Corelle 16N 16-piece set, white	2,846	32.84	93,462.64
9	Dimensions IV 3216-32 16-piece set, Cin	1,907	47.69	90,944.83
10	Dimensions IV 3216-34 16-piece set, Slt	1,591	47.69	75,874.79

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PMA PRODUCT MOVEMENT AUDIT

Trade-ups

(Continued from page 87)

new product offerings. The emphasis at the April Housewares Show was more heavily on fashion than product innovation. New looks rather than new technology are in the forefront in 1984.

Therefore, no new housewares categories are being developed that retailers seem ready to adopt. Indeed, products introduced this year will have to win favor with better-informed buyers, who are planning their assortments armed with more of their own movement data than ever before.

In contrast with earlier in the year, when manufacturers intentionally kept inventories lean to minimize interest costs, they're flowing product more liberally now. That's partly a result of New England-area buyers projecting and ordering farther in advance.

Suppliers also realized that playing a defensive economics game made their market share vulnerable—particularly at a time when discounters are increasing their direct importing efforts, and a few major housewares manufacturers are assuming aggressive promotional leadership stances.

The continued economic rebound is driving discounter housewares sales to gains of 10% and more this year, with strength evident in most categories.

To capture some of that growth, more manufacturers are entering the rebate arena this year. Since only major suppliers can afford to advertise nationally, smaller firms are adopting rebates as a way to gain extra shelf exposure. It makes sense, because relatively few consumers who are spurred to buy a product because of a rebate ever actually request it.

Cookware and gadgets rank among our leading growth categories—continuing a trend we'd attribute to new household formations and a renewed social emphasis on home entertainment. We're seeing consumers buy second sets for their kitchens, so they can have a glass set for daily use and a metal set for entertaining. This

(Continued on page 92)

Watch your profits take-off.

Here's a great way to get your profits to soar. The ANCO High Flying Rebates.

No one else offers as broad an incentive program. While your customers save up to $5.50 in rebates on ANCO wiper blades, refills, winter blades, washer pumps and anti-freeze concentrate, your sales will take off.

And for you to tie into this promotion, we have lots of eye-catching point-of-purchase material for you. Including a colorful sale poster and a counter card with rebate coupons. It's all designed to let your customers know this exciting sale will save them money on quality ANCO products at your place of business.

The High Flying Rebates is another way we support our customers. With programs like this, and an exclusive national advertising campaign, it's no wonder ANCO is the No. 1 brand in the business.

To become a part of this program, simply fill out and send in the coupon below. Or call 1-800-241-0539. (In Ohio, call 1-800-548-2973). Please call between 8:00 A.M. and 4:30 P.M. EST and ask for the High Flying Rebates Profit Kit. We'll send you everything you need to get your profits soaring.

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Dividend Is Raised By Family Dollar

MATTHEWS, N.C. — Family Dollar declared a quarterly cash dividend on the company's common stock of 5½¢ per share, payable Oct. 15, 1984, to holders of record at the close of business on Sept. 14, 1984.

It is an increase of 37.5% from the preceding quarterly cash dividend of 4¢ per share.

Leon Levine, chairman, stated, "We are pleased to be able to substantially increase the cash dividend while at the same time continuing our aggressive store expansion program and maintaining our strong financial position free of any long-term or short-term indebtedness."

During the fiscal year ended Aug. 31, 1984, the company opened 127 new stores, increasing its total number to 762.

HOUSEWARES SHOW

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	MICROWAVE			
1	Corning M-W-2 grill	1,990	31.49	62,665.10
2	Anchor PM469/T1 mwave bacon rack	8,219	7.37	60,574.03
3	Anchor PM481/T1 mwave corn popper	3,741	13.49	50,466.09
4	Corning MW-11 browning grill	2,439	20.24	49,365.36
5	Corning MWA10 cvrd browning skillet	1,570	31.13	48,874.10
6	Corning MW116 5-piece set	1,125	35.99	40,488.75
7	Anchor PM481/T1 mwave versatility	4,016	7.19	28,875.04
8	Nordic 62304 Micro-Go-Round	609	43.19	26,302.71
9	Anchor PM444/T1 mwave cookie sheet	3,601	7.19	25,891.19
10	Anchor PM486/T1 divided dish w/cover	3,508	7.19	25,222.52
11	Anchor PM479/T1 mwave roast rack	2,945	7.19	21,174.55
12	Anchor PM497-W1 micro cook shelf	1,271	13.49	17,145.79
13	Corning MC6 divided dish	874	18.89	16,509.86
14	Anchor PM430TI mwave 4-qt sim cook	1,068	13.76	14,695.68
15	Anchor PM447/T1 mwave muffin tin	2,042	7.19	14,681.98
16	Corning M375 trio set	394	35.99	14,180.06
	PYREX			
1	233 Utility dish	11,235	6.74	75,723.90
2	463 D custard cup	18,568	3.77	70,001.36
3	516/Org measure cup	16,232	3.14	50,968.48
4	440-95 4-piece bowl set, colon	2,623	17.99	47,187.77
5	234 Oblong bake dish, 4 qt	5,270	8.90	46,903.00
6	508/Org measure cup	16,103	2.60	41,867.80
7	6230F Covered cssrl & bskt, Fsid	3,880	10.52	40,817.60
8	229 Pie plate	13,328	3.05	40,650.40
9	440-80 Bowl set, 4-piece, Shend	2,177	17.99	39,164.23
10	440-61 4-piece bowl set, Forest	2,099	17.99	37,761.01
11	213 Loaf dish	10,635	3.50	37,222.50
12	2330 3-qt Bake dish & bskt	2,066	17.81	36,795.46
13	300-95 3-piece bowl set, Colon	2,779	13.04	36,238.16
14	2320F 2-qt Bake dish & bskt	2,844	11.60	32,990.40
15	232 Utility dish	5,505	5.84	32,149.20

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	RUBBERMAID			
1	2864 Fliptop basket, chocolate	7,924	8.36	66,244.64
2	2965 Laundry basket, chocolate	10,793	5.75	62,059.75
3	2965 Laundry basket, almond	10,053	5.75	57,804.75
4	2850 Basket, lift lid, chocolate	6,707	8.36	56,070.52
5	6032 Drainer, almond	8,432	6.47	54,555.04
6	0450 Bath mat, white	14,628	3.59	52,514.52
7	2864 Fliptop basket, almond	6,240	8.36	52,166.40
8	0450 Bath mat, light blue	13,611	3.59	48,863.49
9	2850 Basket, lift lid, almond	5,842	8.36	48,839.12
10	6032 Dish drainer, chocolate	7,234	6.47	46,803.98
11	2858 Step-on wastebasket, chocolate	3,680	12.59	46,331.20
12	2951 Dishpan, almond	14,323	3.23	46,263.29
13	2951 Dishpan, chocolate	13,812	3.23	44,612.76
14	2845 Basket, chocolate	9,336	4.76	44,439.36
15	6008 Drainer, almond	7,732	5.66	43,763.12
	PLASTICS			
1	Tucker T334 trash can, 22 gal	3,846	8.99	34,575.54
2	Eagle E2757 2-qt juice dcntr, clr	15,972	1.97	31,464.84
3	Sterlite 7400 jumbo storage box	4,087	6.11	24,971.57
4	Loma 364 32-gal rfs cntnr, lckld	1,990	12.32	24,516.80
5	Sterlite 4400 lg storage box	4,631	4.49	20,793.19
6	Sterlite S2122 2-qt refrigerator bottle	10,389	1.97	20,466.33
7	Artisan 7375 fall flower 16-pc set	1,380	13.49	18,616.20
8	Artisan Cs53D decor cutting board	2,773	6.29	17,442.17
9	Eagle E2755 juice disp	13,207	1.25	16,508.75
10	Republic 156 freezette 1 qt	5,032	2.96	14,894.72
11	Artisan 7308 glenwood 16-pc del set	1,102	13.49	14,865.98
12	Sterlite 1100 Sm storage box	8,140	1.79	14,570.60
13	Republic 154 freezette, 1 pt	4,911	2.96	14,536.56
14	Foley 25368 nylon spatula, asst	15,583	0.89	13,868.87
15	Republic 162 freezette, 1 pt	3,005	4.49	13,492.45

Source: HalMar Distributors, Holyoke, Mass., for the Jan. 1 to July 16, 1984, period, covering more than 500 stores, including 400 full-line discount stores from New England to the Carolinas. Average retail prices reflect typical price points for discount chains.

BRECK INTRODUCES THE MOUSSE THAT REMEMBERS.

In a marketplace already filled with a herd of mousses, there's solid reasoning behind New Breck® Styling Mousse. Breck Mousse contains "memory" ingredients to lock in style that lasts without sacrificing body, shine or natural-feeling hair.

BRECK APPEAL:
New Breck Styling Mousse is priced 20% below other leading mousse products, giving Breck a strong price advantage to support our heritage of quality products at a good price.

And your sales will get a real boost from Breck's multi-million-dollar TV and print advertising and promotional campaign. Over two hundred million media-delivered high-value coupons, plus high-impact Point-of-Purchase floorstands. Stock up on the mousse that remembers.

NEW
BRECK
STYLING MOUSSE

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PMA PRODUCT MOVEMENT AUDIT

Trade-ups

(Continued from page 90)

is plus business.

Ekco Baker's Secret still cops six of our top eight cookware performance ratings, with utilitarian cake pans and cookie sheets as the leaders. It's still early to determine how successful its Classics line will be at discounters. Higher style, including fluted designs and scalloped forms, is supposed to justify the items' $1 higher retails.

The strength of price-oriented Foley pans and Mirro percolators tells me that shoppers may not step up so easily in this category.

Driven by heavy promotions, Corning's newest offerings—Visions see-through stovetop cookware and French White cook and serve vessels—rose to the top of that manufacturer's offerings. Clearly the heart of its assortment now, Visions takes three of the top four category listings, and French White three of the top 10.

The items' fashionability and four-color packaging also contribute to their popularity.

Interest Is Building

Corning, Anchor Hocking and Nordic currently split the best performance ratings in the growing microwave cookware category. The broadening assortment of products here caters to consumers' increased sophistication about how to use microwave ovens. Retailers are adding sku's, expanding footage and in some cases cross-merchandising with ovens, carts and cookbooks to keep the display area exciting. Manufacturers are holding up their end with more colorful and informative packaging.

They're also offering single pieces and sets at many different price points that allow discounters to tailor their mix. SilverStone-lined products have yet to make significant impact in our trading area. And we've yet to see if Rubbermaid can develop a strong consumer franchise in this category, with its new Cookables and Heatables line, as it has elsewhere.

Except for our leading glassware set, Anchor Hocking's 40-piece Entertainer, most of our category sales are in 16-24-piece sets. Smaller size sets, probably 12 pieces, should penetrate the market soon; that would enable discounters to maintain magic price points of $9.99 on promotion and up to $14.99 daily, depending on sets' design and configuration.

Roses' Sales Rise 7.5% For August

HENDERSON, N.C. — Roses Stores reported unaudited sales for August of $81,319,000, a 7.5% increase over August 1983 sales of $5,692,000.

Same store sales increased 13% for the month.

Year-to-date sales for 1984 were $492,121,000, a 13.8% increase over same period sales a year ago of $432,430,000. Same store sales increased 13% for the period.

The chain currently operates 192 stores in 13 Southeastern states, as compared with 243 stores a year ago.

APAA SHOW

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
1	Freon 1001, 14 oz	285,806	1.68	481,297
2	Armor All Protector 10080, 8 oz	163,527	2.86	468,177
3	Raindance paste (appl pk)	69,409	6.72	466,706
4	Armor All Protector 10160 16 oz	69,366	6.00	416,473
5	Sealed beam, 6052, large square	44,527	9.30	413,967
6	Sealed beam, 6014, large round	96,010	3.42	327,970
7	Raindance liquid (appl pk)	48,578	6.73	326,832
8	Motorcraft oil filter	79,049	4.10	324,100
9	Turt Super hrd shell paste	82,424	3.85	317,249
10	Gumout 7450 jet spray 13 oz	135,588	2.19	296,530
11	Sealed beam 4652, low square	49,735	5.95	295,873
12	Air compressor w/gauge 165 PSI	10,815	26.42	285,689
13	Oil treatment, 15 oz	152,895	1.82	278,880
14	Snowhite Lit 'n' Easy 3431, gal	22,193	12.27	272,352
15	Armor All Protector 10320, 32 oz	24,568	8.97	220,448
16	Hydraulic floor jack, 2 ton	3,926	55.72	218,760
17	Turtle minute wax, 18 oz	39,578	5.43	214,829
18	Turt Zip wax liq car wash, 18 oz	87,601	2.38	208,753
19	Westl Bleche-Wite-Liquid, 30 oz	101,320	2.04	206,895
20	Auto bulbs 1157, 2 on a card	184,833	1.10	203,316
21	Quaker State deluxe 10W40	162,318	1.20	194,943
22	Snap Fix-a-Flat, 12 oz	133,349	1.45	193,756
23	Hydraulic floor jack, 2-ton mini	5,794	32.68	189,318
24	Freon a/c recharge kit 8850 om	25,241	7.00	176,737
25	Gumout carb clean 7518, 12 oz	69,321	1.90	169,443
26	Gunk Engine-Brite Aero, 20 oz	80,253	2.06	165,240
27	Pennzoil Multi-Vis 10W40	125,813	1.29	162,802
28	Chamois 2½ sq ft	27,528	5.78	159,001
29	Valvoline motor oil 10W40, qt	130,143	1.22	158,123
30	Auto ramp, 1-pc, pair	7,271	21.40	155,570
31	Armor All Protector 1304l, 4 oz	91,824	1.68	153,897
32	Roberk 16" wiper blade refill	61,328	2.44	149,762
33	Gallon gas can pull-up spout	42,808	3.31	141,651
34	Halogen sealed beam H6054, lg, sq	7,064	19.06	134,646
35	Rislone oil alloy 100QR, 32 oz	47,431	2.75	130,245
36	Quartz half fog light kit amb	4,820	26.68	128,573
37	Westl Bleche-Wite-Liquid, 32 oz	38,920	3.28	127,735
38	Pres hvy duty brake fld	68,329	1.83	125,178
39	Armor All Cleaner 30160, 16 oz	52,923	2.32	122,516
40	2-Gal gas can, flex spout	20,863	5.81	121,130

(Continued on page 120)

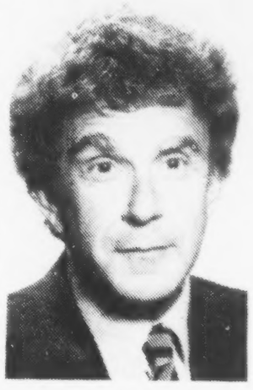
K mart, as seen in Hazlet, N.J., store spots private label car care chemicals against national brands and uses compared-to prices to play up lower prices of discounter's own line.

Wire Wheel Covers Are On a Roll

By HERB RECHTER
President,
Allied Auto Parts
and Auto Accessories

Seasonal chemicals, along with items that helped consumers maintain and improve the appearance of their cars, scored high on the automotive PMA for the February-July 1984, period.

PMA PRODUCT MOVEMENT AUDIT

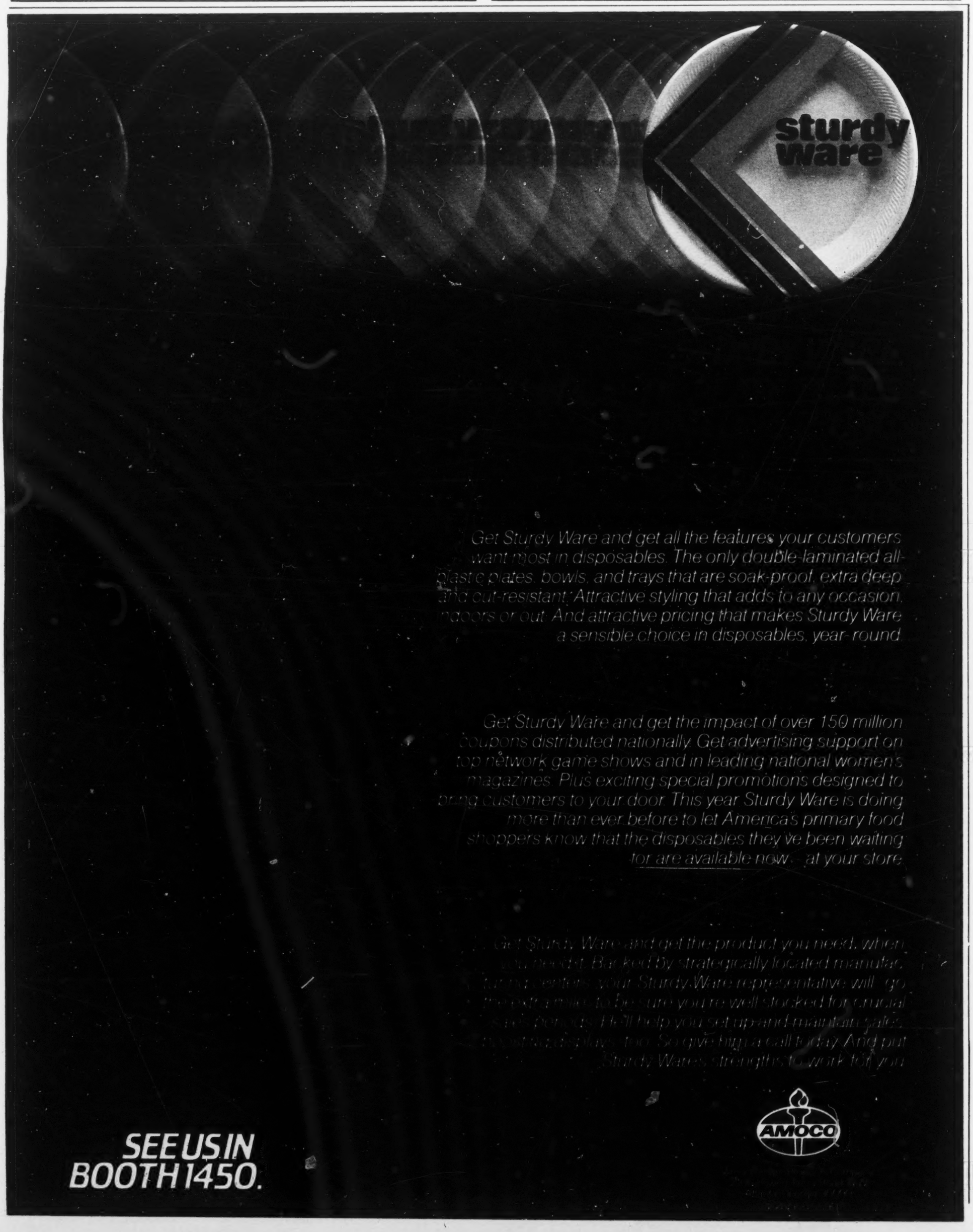


The interest in maintaining a car's appearance is also responsible for what has become a major new product in the auto accessories area: wire wheel covers.

Because this item only this year started capturing consumer interest, its impact on the PMA during the first part of the year was minimal—a 15-in. cover captured the 59 spot and a 14-in. cover showed up in the No. 73 position.

Key to the expected growing demand for wire wheel covers is the fact that wire wheels are original equipment on many cars and consumers will be looking to buy covers as a protection.

(Continued on page 120)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AMOCO

Ames' Sales, Net Reach New Highs

ROCKY HILL, Conn. — Ames reported record sales and earnings for the second quarter and first half of the fiscal year ended July 28, 1984.

Net earnings for the quarter reached $5,786,000, a 57% increase from last year's same-period earnings of $3,685,000. For the first half earnings rose 61% to $9,353,000 compared with $5,819,000 a year ago.

Total corporate sales for the quarter were $199,216,000, a 40% increase from sales a year ago of $142,507,000. Sales for the first half increased 48% to $357,438,000 from $241,553,000.

Herbert Gilman, chairman, said: "Our total corporate sales increases for the second quarter and first half do not reflect what Ames achieved during those periods, since last year's figures include sales of our former Florida division which was sold at year's end, as well as substantial wholesale volume which we eliminated this year.

"These operations generated low profit margins. Our earnings as a percentage of sales are increasing because of this, our expense controls and the efficiency of our new merchandising and management information programs.

"Because of the timing of the opening of an extraordinary number of stores last year, our discount department store rate of sales increase will continue to moderate during the balance of the year. But, we anticipate that the rate of our earnings increases will significantly exceed the rate of our sales increases through the remainder of the year."

APAA SHOW

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
41	Jack stand, 3,000 lb	27,704	4.90	121,000
42	J-Wax kit presoft PST WX	28,659	4.15	118,934
43	Pennzoil Multi-Vis 10W30	102,940	1.15	118,381
44	Blue Poly paste sealant, 16 oz	13,589	8.57	116,403
45	AC oil filters PF-25	28,405	4.07	115,551
46	Oil detergent black label CD-2	48,477	2.38	115,229
47	Turt Color-Back liquid, 16 oz	23,240	4.95	115,014
48	Quaker State sup blnd 10W30	98,018	1.15	112,720
49	Lee oil filter	34,931	3.13	109,159
50	Roberk 18" wiper blade refill	44,510	2.44	108,381
51	Sandable primer, gray	53,072	2.04	108,319
52	Sealed beam 4000, low round	35,096	3.05	106,937
53	Sim supr blu presoft pst	30,107	3.55	106,819
54	WD-40 aerosol, 9 oz	52,185	2.04	106,561
55	Roberk 16" wiper blades	43,340	2.44	105,749
56	Super hard shell liquid, 12 oz	35,401	2.96	104,751
57	Booster cable, sleeved, 12'	12,005	8.68	104,203
58	No 7 Car wash powder, 8 oz	40,566	2.57	104,092
59	15" Wire wheel cover	5,865	17.35	101,751
60	Blue Poly polymer seal liq, 16 oz	11,450	8.71	99,729
61	DL hand cleaner blu label	74,653	1.30	96,899
62	No 7 Rubbing compound, 12 oz	41,533	2.26	93,864
63	AC spark plugs R4STS-8BP	8,717	10.73	93,542
64	Warco Dot brake fluid 1002, qt	24,855	3.76	93,405
65	Warco Dot brake fluid 1001, 12 oz	64,133	1.45	92,800
66	Resin glaze liquid TR-3, 16 oz	18,560	4.98	92,465
67	Fan, oscillating, 6", 12 volt	5,229	17.64	92,234
68	Midget grease gun kit	9,992	8.86	88,559
69	Bars leak C-16, 12 oz	37,592	2.33	87,589
70	Snowhite Lit 'N' Easy 3305, qt kit	16,739	5.22	87,394
71	No 7 White polishing compound, 12 oz	38,319	2.27	86,945
72	AC oil filter PF-47	22,128	3.90	86,299
73	14" Wire wheel cover	4,971	17.32	86,077
74	Aerosol undercoating, 16 oz	49,217	1.74	85,736
75	Chamois, 3½ sq ft	9,664	8.78	84,869
76	Champion plug RV15YC4BP8	7,745	10.89	84,366
77	5-Gal gas can, flex spout	6,789	12.17	82,601
78	Sun tachometer Super Tach II	1,717	47.65	81,813
79	Turtle Minute Wax paste, 13 oz	15,058	5.35	80,515
80	Sandable primer, red	39,375	2.04	80,403

(Continued on page 123)

Cataloger H. J. Wilson mass-displays a wide variety of auto and hardware accessories in its Macon, Ga., showroom. Big-ticket items like booster cables and timing lights are featured. (DSN photo)

PMA PRODUCT MOVEMENT AUDIT

Covers

(Continued from page 118)

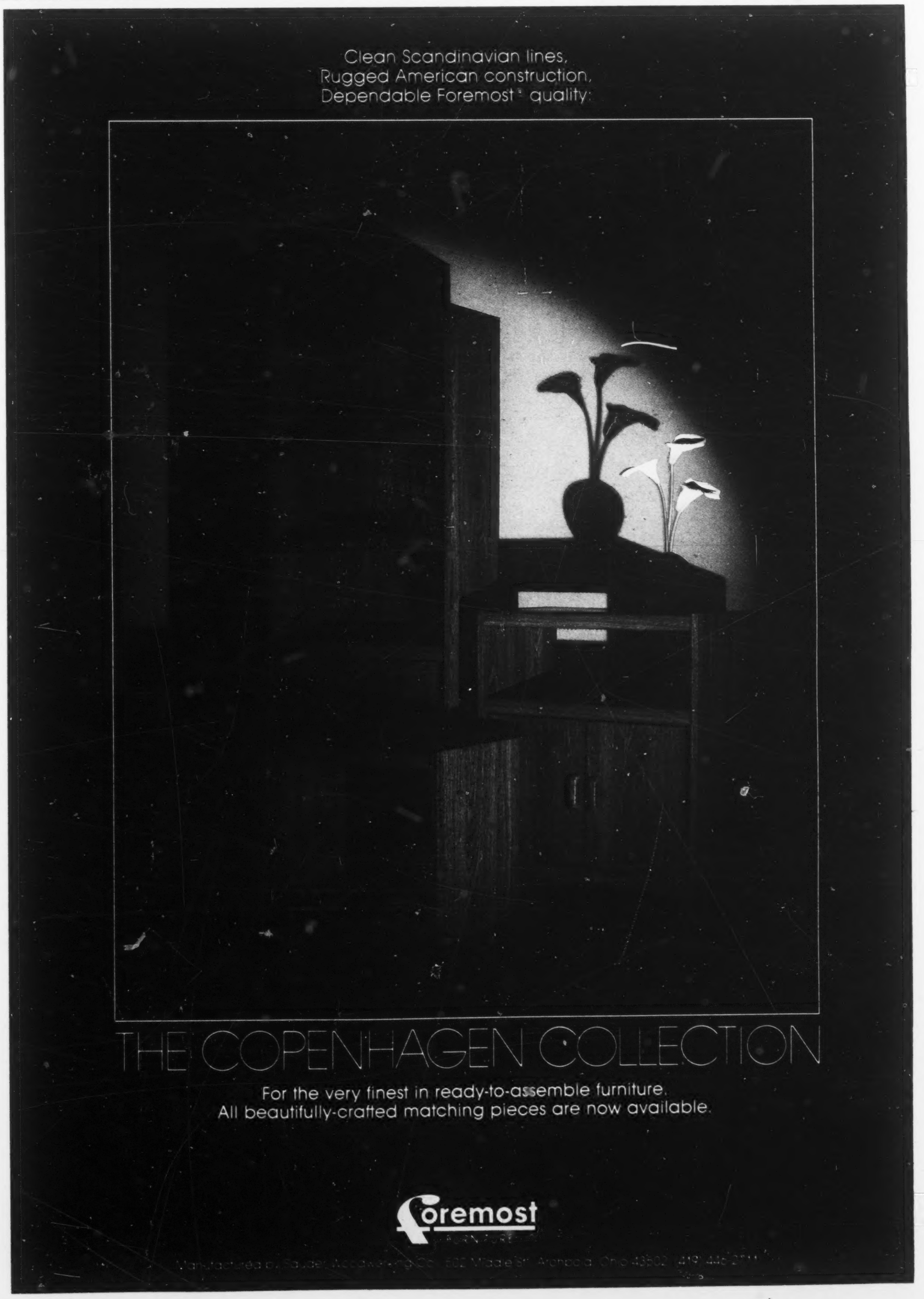
Aiding this trend was the drop in price points that made it feasible for discounters to carry covers in the under-$20 price range that is vital for tonnage sales.

The need to protect a car's appearance and/or original equipment has also helped to spark the sales of a major portion of the top-selling PMA items. The No. 1 item, Freon, is a case in point; it is used to refill car air-conditioning systems and was a hot product going into the summertime drive period.

The demand spilled over into a strong showing for a Freon a/c recharge kit as the No. 24 item on the report.

Waxes and polishes accounted for five of the top 10 PMA

(Continued on page 123)



CALENDAR

Oct. 9-12
NHMA: International Housewares Exposition, McCormick Place and McCormick Place West, Chicago.

Oct. 16-19
APAA: Automotive Parts & Accessories Show, Las Vegas Convention Center.

Oct. 17-18
NRMA: Store Managers Conference, New York.

Oct. 19-21
NSGA: National Sporting Goods Association Convention, Anaheim Convention Center, Anaheim, Calif.

Oct. 20-23
M.A.G.I.C. Fall Show, Los Angeles Convention Center.

Oct. 21-24
NRMA: Retail Systems Technology & Communications Conference, Toronto Hilton Harbour Castle, Toronto, Canada.

Oct. 27-Nov. 1
AGMC: 36th Annual Convention, San Antonio.

Oct. 28-31
NAMSB: National Association of Men's Sportswear Buyers Show, New York Coliseum.

Nov. 14-16
NMRI: Financial and EDP Conference, Chicago Marriott.

Dec. 6-7
NRMA: 10th Annual Store Planning, Design & Visual Merchandising Conference, New York.

Jan. 13-16, 1985
NRMA: 74th Annual Convention and National Retailers Business & Equipment Exposition, New York.

Feb. 15-17
National Back-to-School Merchandise Show, New York Coliseum.

Feb. 16-19
Variety Merchandise Show, New York Coliseum.

March 12-14
Miami International Auto Parts Accessories Show.

APAA SHOW

PMA PRODUCT MOVEMENT AUDIT

Covers

(Continued from page 120)

items, and reflected the continued strong showing of nonpolymer varieties. However, sales of polymer products, after slipping, seem to have stabilized, although at a lower volume level than in past years. Blue Poly paste sealant, for example, is No. 44 on the chart.

Two other top 10 items—in the Nos. 5 and 6 spots—were sealed beam headlights (and another item was No. 11). Their showing further illuminates the fact that consumers are holding onto cars longer and therefore facing the need to replace, on a DIY basis, such basic parts as headlights.

A Closer Look

Other replacement parts on the PMA included a wiper blade refill, No. 32, and a quartz, half fog light kit, No. 36. The latter was priced at $26.66, indicating that price isn't a bar to consumers' auto DIY activities.

Sales of equipment to carry out DIY auto maintenance work haven't been hampered by the big tickets that such items carry. An air compressor with gauge at $26.42 is No. 12, a 2-ton hydraulic floor jack at $55.72 is No. 16 and a 2-ton mini-hydraulic floor jack at $32.68 is No. 23.

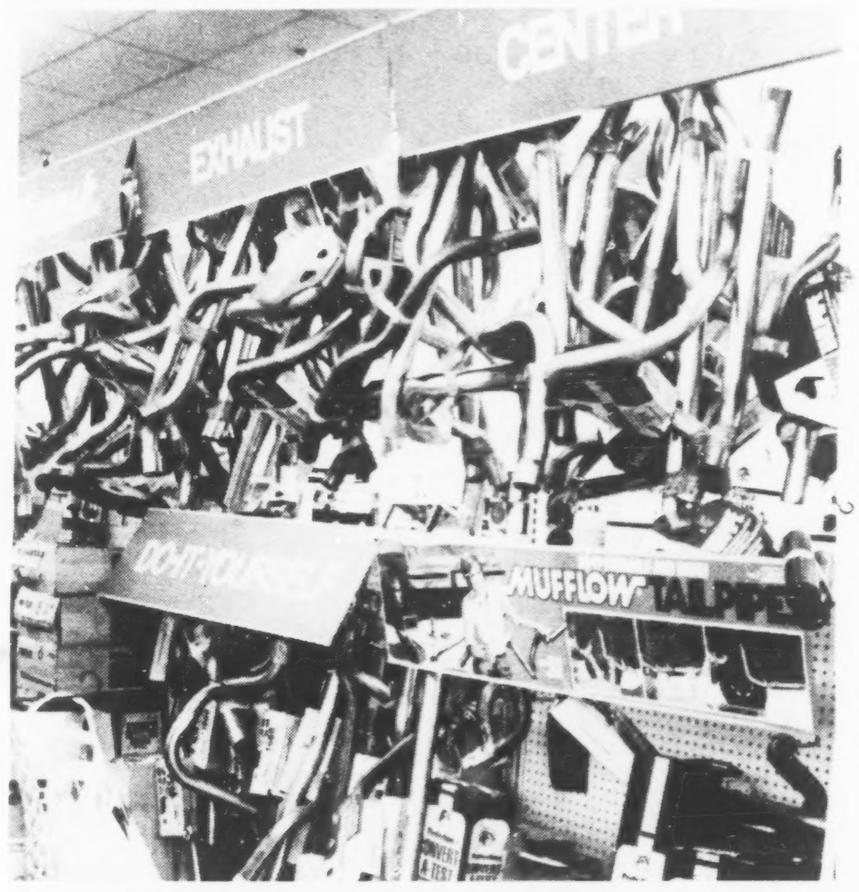
Two items that didn't show up on the PMA because of the diverse array of products available were seat covers and floor mats.

Trade-up Trend

In both areas, the trend is toward traded-up goods, especially among purchasers of new cars who want their covers and floor to remain new as long as possible and are willing to purchase better quality merchandise.

All the products on the PMA relate to either the inside or outside of a car. The one exception is the last item—No. 100 is rubber soundproof undercoat. The need to provide such protection is often overlooked by consumers, who become aware of this product when they see it offered by a retailer.

Enough discounters did, so it was last but not least on the PMA.



Manufacturer's signing in this Beaverton, Ore., G.I. Joe's uses how-to illustrations to help consumers with DIY replacement of mufflers, tailpipes and catalytic converters. *(DSN photo)*

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
81	Turt metallic polish paste, 13 oz	12,596	6.38	80,400
82	Raindance S'rm fin liq wax 18 oz	12,628	6.28	79,240
83	Gas treatment, 12 oz	43,740	1.80	78,688
84	Pylon 16" wiper refills 1016	32,766	2.40	78,638
85	Lee oil filter	23,286	3.37	78,497
86	Foot pump with gauge	12,426	6.31	78,370
87	GE silicone seal, clear 2, 8 fl oz	22,844	3.37	76,870
88	CD-2 Oil treatment red label	32,298	2.38	76,707
89	Bug/tar remover liquid, 16 oz	34,674	2.17	75,311
90	20" wheel wrench	13,213	5.66	74,798
91	Champion plug N12YCBP8	8,124	9.18	74,570
92	Fram oil filter	19,295	3.81	73,571
93	Yale power strg fluid 14 oz	37,833	1.93	73,131
94	Turtl ARSL upholstery clr T-250, 14 oz	27,074	2.69	72,856
95	Blue Coral Spray 'n' Wax, 20 oz	14,779	4.88	72,121
96	Gas treatment, 8 oz	58,190	1.23	71,748
97	Bone sponge 9"x5"x3¼"	44,578	1.60	71,324
98	Super hard shell liquid, 18 oz	20,825	3.42	71,221
99	Halogen sealed beam H4656, lo, sq	6,441	11.00	70,863
100	Rubber soundproof undercoat	23,726	2.98	70,798

Source: Allied Accessories & Auto Parts, Madison Heights, Mich., for the February-July 1984, period. Allied services over 2,500 retail outlets throughout the United States, 98% of which are discount auto departments. Average retail prices reflect typical price points for discount stores.

Grand Auto's Profit Dips 3.6% in Qtr.

OAKLAND, Calif. — Grand Auto, the 86-store automotive chain, reported second-quarter earnings of $1,440,000, down 3.6% from the same quarter last year.

Second-quarter sales were $39,833,000, a 10.2% increase over last year.

Earnings for the first six months of 1984 were $2,304,000, a 2.1% increase over the results for the first half of 1983.

G. C. Murphy's Net Edges Up in Qtr.

McKEESPORT, Pa. — G. C. Murphy reported net income of $4,717,000 for the second quarter ended July 26, 1984, as compared to $4,675,000 for the same period in 1983.

For the first 26 weeks of fiscal 1984, net income was $6,950,000, vs. same-period earnings a year ago of $6,377,000. At the end of that period, the company was operating 393 stores, 18 fewer than at the same time in 1983.

Charles H. Lytle, president and ceo, attributed the income gain to improved sales offset partly by lower merchandise margins, lower inflation rate projections for inventories, lower accrued inventory shrinkage reserves compared with the first half of last year, and favorable expense comparisons.

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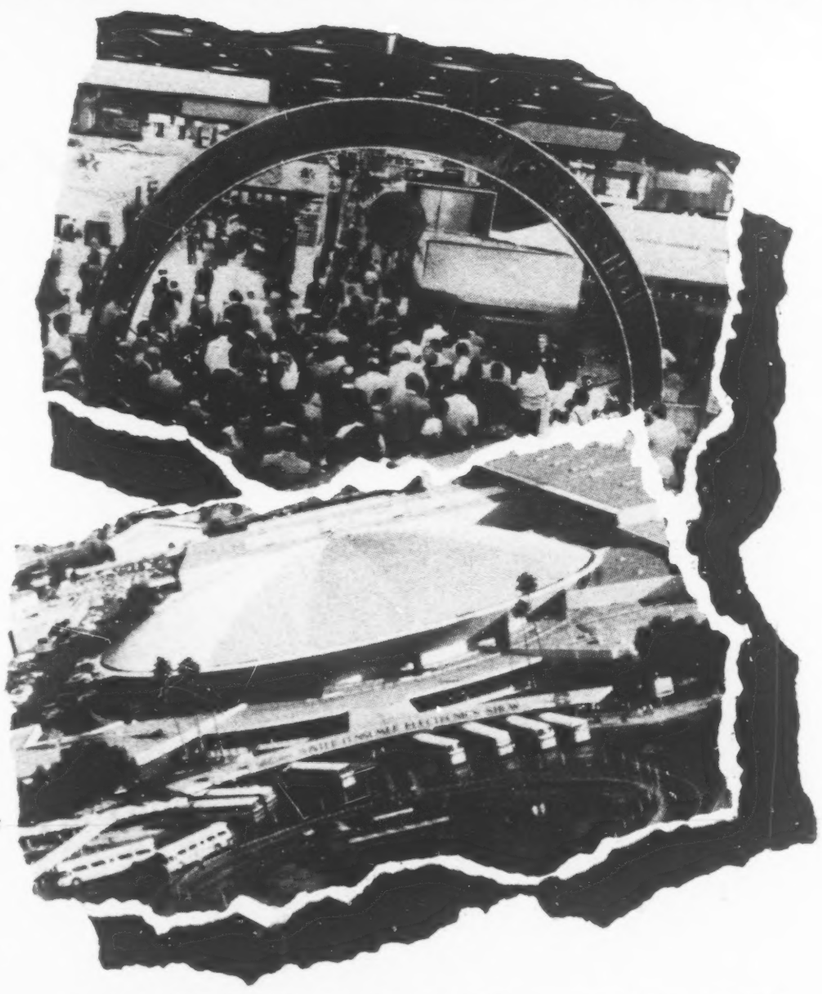

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Discount Store News®

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BJ's Wholesale Club president Mervyn D. Weich anticipates each BJ's unit will generate $30 million in its first 12 months. Individual stores should hit $60 million "less than six years after opening."

Wholesale Membership Clubs Seen Exploding by 50% in '85

Nationwide DSN Report

The $2 billion wholesale membership club industry is exploding with surging unit counts, skyrocketing industry volume and expansion of the concept into more and more metro markets.

Next year, both unit count and industry volume are projected to grow by 50%. By the end of '85 the retail segment will have over 100 clubs generating close to $3 billion in sales.

Most importantly, a rapidly rising number of membership clubs, all operating on average razor-thin 10% or lower gross margin structures, are now competing directly for the first time.

By the end of 1984 there will be clubs operating in nearly 30 of the top 50 metro markets as chains seek footholds in thriving although distant cities.

See editorial, p. 4.

Head-to-head competition will exist in eight markets: Denver; Anchorage; Seattle and Tacoma, Wash.; Salt Lake City; Tampa/St. Petersburg; Miami and Fort Lauderdale.

In addition to rapid unit growth, the segment saw five new players enter the field since January. Those entries plus expansion by existing operators will more than double the industry's unit count from 32 at the start of '84 to 72 by the end of the year—pushing volume close to $2 billion for the current fiscal year.

Not listed are two hypermarket formats that don't sell to retail shoppers and don't charge a membership fee: New York-based Jetro and Netherlands-based Makro. (Swiss-operated Metro recently started to accept some retail shoppers.)

(Continued on page 30)

Zayre Is 2nd Major Discounter To Start Wholesale Club Arm

MEDFORD, Mass. — The Zayre Corporation has become the second major discount chain to enter the wholesale membership club fray, launching a new division which it hopes will contribute $1.5 billion to corporate sales by 1989.

Zayre unveiled BJ's Wholesale Club, as part of its growth-through-diversification effort, which already includes the original Zayre discount store arm and two off-price apparel chains. BJ's virtually duplicates the wholesale membership format originated by the Price Club chain.

(Wal-Mart was the first major discounter to enter the wholesale membership club field, with its Sam's Wholesale Club, currently operating five stores.)

Zayre plans to operate 25 BJ's by 1989, and expects each to generate $30 million after the first 12 months of operation, according to Mervyn Weich, president of the division.

Three BJ's have already opened. The first, in Medford, Mass., opened in mid-September, and the second and third, in Johnston, R.I., and Hialeah

(Continued on page 30)

Wholesale Membership Clubs Are on the March

Company and Headquarters	Sales, Last Complete Fiscal Year (in millions of $)	Store Count as of: 1/84	12/84	12/85	Markets
BJ's Wholesale, Natick, Mass.	—	0	3	4	Boston, Providence, R.I., Miami, **Hartford
Buyer's Club, Englewood, Colo.	—	0	1	2	Denver
Club Wholesale, Boise, Idaho	27	1	2	4	Boise, Idaho, *Las Vegas
Costco, Seattle	100	3	7	12	Anchorage, Seattle, Tacoma, Spokane, Wash., Portland, Salt Lake City, Tampa, Clearwater, *West Palm Beach, *Fort Lauderdale, Fla.
A. Howard, Monroe, La.	—	0	1	3	**Mobile, Ala., Shreveport, **Baton Rouge, La.
Metro, Chicago	—	3	3	NA	Chicago
PACE, Denver	50	1	6	NA	Denver, Charlotte, N.C., Atlanta, *Tampa & St. Petersburg

(Continued on page 30)

Digest

Oct. 29, 1984

AGMC CONVENTION

• ***DSN*'s special section on the** 1984 AGMC national convention in San Antonio includes the full agenda (p. 9); an overview by president Edward T. Borda (p. 10), and previews of general sessions and workshops (pp. 10-11).

HOUSEWARES

• **Off-pricer Housewares Plus** sharply limits its mix, focusing on a few brands (p. 18).

TOYS

• **Higher-priced preschool** items such as audio-visual products, playsets and furniture, are seen gaining (p. 19).

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Clear Congress

New Bills Affect Supply Sources

WASHINGTON — Major new Federal legislation affecting the discount industry's foreign and domestic supply sources cleared Congress just under the wire at the end of this year's session.

Before the House and Senate adjourned for the election campaign finale earlier this month Congress approved Sen. John Danforth's (R-Mo.) sweeping foreign trade bill stripped of the worst "protectionist" provisions opposed by lobbyists from AGMC, NMRI and other major retail groups.

In addition, the lawmakers passed an "improved" version of Sen. Charles Mathias' (R-Md.) controversial trademark counterfeiting measure setting new criminal penalties for "intentional" traffickers in bogus merchandise.

The Trade Bill, which strengthens the Government's power to retaliate against countries which restrict exports of American products, was the target of furious lobbying by

(Continued on page 30)

IN BRIEF

• **PRANGE WAY HAS UNVEILED A NEW PROTOTYPE IN** former Copps stores in Oshkosh and Lake Geneva, Wis. The changes include a separate area for licensed goods, along with the first-time merchandising of leather coats and videocassettes.

• **MASTERS MERCHANDISE MART HAS TURNED TO ITS** former head, Arthur M. Goldberg, to help restructure and solve the troubled cataloger's problems. Goldberg was elected a director and appointed chairman of the office of the chief executive by the company's main stockholder, Jessup & Lamont Securities.

Jan Clausing (top inset), Clover, and Julian Seeherman (bottom inset), Venture, at the housewares show. *(DSN photos)*

Growth Housewares Get Show Focus

CHICAGO — At this month's Housewares Show, the first ever held in the fall, discounters focused heavily on kitchen electrics, food storage, health care and knockdown furniture—categories they expect to grow in 1985 on the strength of product innovation and improved packaging. Mostly they found fashion rather than new products—such as primary color accents on tabletop and glassware; terra cotta in large storage; combination dinnerware sets with placemats and napkin rings; anodized cookware, and richer burgundy, black and gray hues in contoured foam furniture.

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Wholesale Clubs Are Seen Exploding to $3B in '85

(Continued from page 1)

In October alone, ribbons were to be cut on at least eight membership clubs around the country including two new entries. Union-Hall launched Buyer's Club in Aurora, Colo., outside Denver. Another, operated by the Howard Brothers family, founders of the Howard Brothers discount chain, was slated to open its first A. Howard Wholesale in Shreveport, La., at presstime.

Zayre's recent entry, BJ's, was scheduled to open its second and third units in Providence, R.I., and Miami this month. Sam's Wholesale, a year-old division of Wal-Mart, claimed the Birmingham and Charleston, S.C., markets in October. Value Club, a five-year-old San Antonio-based operation, pushed into Austin for the first time and Denver-based PACE was due to forge into Charlotte and Atlanta.

Seattle-based Costco was slated to move into the uncharted Anchorage market in October, but will almost instantly be challenged: next month Pay'n Save's Price Savers division will open a club in that market.

Other openings planned for November include three more PACE clubs: in Denver (its second there), Tampa and St. Petersburg. Sam's Wholesale will open three—its second in Dallas, one in Jacksonville, Fla., and one in St. Louis. Price Club's second East Coast club is set for Norfolk, Va.

Price Club is planning a December opening, marking its first in New Mexico, in Albuquerque. Sam's Wholesale will unveil its third in Houston that month.

With projections in from only two-thirds of the existing club operators, unit count can be expected to climb to at least 104 units next year.

For now, new units follow closely the format honed by industry leader, Price Club. Launched by FedMart founder Sol Price in 1976, Price Club is currently concentrated in California.

The club format relies on a two-tier price structure: Business members buying for resale pay an annual membership fee of $25 and wholesale prices for goods. Group members buying for private use pay no membership, and 5% over the posted in-store wholesale prices. At most clubs business clients make up the minority of the memberships but account for more than half of the volume.

Overall gross margins are whittled down to 10% and the pressure is on to cut them further on the 3,500 to 4,500 sku's bought (direct) on deal. Goods are cut-case and displayed on pallets. Institutional-size food items generate the most (20% to 25%) volume and basic apparel like jeans and underwear generate the least.

The drive to dominate the most attractive metro markets —marked by dense population, strong growth trends and high retail sales levels—is pushing chains to establish far-flung beachheads. In addition, those prerequisites resulted in many growth-minded chains and new players targeting many of the same markets. For example, both Costco and Price Savers went into Seattle, Salt Lake City, Tacoma and Anchorage.

This year, Florida markets—Miami, Tampa, Fort Lauderdale, Jacksonville and West Palm Beach—were also popular targets for clubs. Total retail sales in those markets range from $9.8 billion in Miami to $4 billion in West Palm Beach, according to the 1984 *Sales & Marketing Management Sales Guide.*

In Tampa/St. Petersburg, Costco and PACE will compete. In Fort Lauderdale, Costco will face Wholesale Plus, a 2-year-old home-town entry. In addition, BJ's Wholesale is moving into Miami, Costco is entering West Palm Beach and Sam's Wholesale is debuting in Jacksonville.

Further competition is cropping up this month in Denver where newcomer Buyers Club will go up against PACE.

Although some companies are going into directly competitive markets, others plan to keep out of direct fire as long as possible. Executives at Value Club, Club Wholesale and A. Howard all say they plan to stick to single-club markets.

It remains to be seen if the introduction of direct competition will seriously alter the club format. Traditionally, as competition intensifies, operators add trimmings to gain a competitive edge. But, the clubs' narrow-margin format leaves little room for frills—or operating error.

Still, even the successful operators are contemplating some changes.

At Sam's Wholesale, vice president Ron Loveless said the division is now looking at markets with less than the division's initial target market criterion of a year ago: $4 billion in total retail sales. In fact, total sales in Charleston, S.C., where Sam's opened this month, only has a retail sales level of $1.8 billion.

Likewise, several other clubs, including Price Club, have recently targeted markets with retail sales lower than $4 billion. All told, 10 markets with sales under that mark will have clubs this year.

Wholesale Membership Clubs Are on the March

(Continued from page 1)

Company and Headquarters	Sales, Last Complete Fiscal Year (in millions of $)	Store Count as of: 1/84	12/84	12/85	Markets
Price Club, San Diego, Calif.	1,100.0[a]	12	20	NA	Richmond, *Norfolk, Va., *Albuquerque, Phoenix, Tucson, Ariz., Sacramento, San Bernardino, San Diego, Los Angeles, Calif.
Price Savers, Salt Lake City	—	0	4	NA	Tacoma, *Seattle, *Anchorage, Salt Lake City
Sam's Wholesale Club, Bentonville, Ark.	34	3	11	21	Birmingham, Ala., Dallas, Houston, Charleston, S.C., *Jacksonville, Fla., *St. Louis, Kansas City, Oklahoma City
Value Club, San Antonio, Tex.	120	4	5	7	El Paso, San Antonio, Austin, Tex.
Warehouse Club, Niles, Ill.	90	3	5	10	*Dayton, Akron, Columbus, Ohio, Pittsburgh, Chicago
Wholesale Club, Indianapolis	—	1	3	7	Cleveland, **Detroit, Indianapolis, Milwaukee
Wholesale Plus, Fort Lauderdale, Fla.	25	1	1	NA	Fort Lauderdale, Fla.

[a]—For fiscal year ended 8/31/84. *To open this year **To open in '85 NA—Not available Source: DSN research.

Zayre 2nd Big Discounter to Start Wholesale Club Arm

(Continued from page 1)

Gardens, Fla., were set to open at presstime. A fourth BJ's is scheduled for Hartford, Conn., next spring.

Corporate management anticipates each BJ's will reach $65 million in annual volume within six years of each opening, according to Weich.

BJ's is a separately staffed and headquartered, wholly owned subsidiary of the Zayre Corp., which last year hit just over $2.6 billion in sales. Zayre discount stores accounted for just under $2 billion, with off-price apparel chains T. J. Maxx and Hit or Miss at $475 million and $236 million, respectively.

To benefit from the name recognition Zayre enjoys and to take advantage of the company's expertise in specific market areas, BJ's are initially planned only for areas where Zayre discount stores are currently operating.

"We'd have to be crazy not to be capitalizing on the fact that we're owned by Zayre. As we get bigger and the name BJ's means more, there will be less reason to build BJ's in areas where Zayre stores are," said Weich.

Zayre, however, has put virtually none of its own stamp on BJ's, which, judging from the Medford store visited by *DSN*, closely follows the price structure, merchandise mix and store layout of the wholesale club format pioneered by the San Diego, Calif.-based Price Club.

At the Medford BJ's, as in most wholesale membership clubs, high-ticket items are used as a lead-in at the front of the store.

For example, an IBM PC computer system was marked at $2,699.62 and was set out on the main traffic aisle. CE, also located in the front, included a Magnavox projection TV priced at $1,768.12 and a Magnavox model VR 8485 portable VCR for $845.24.

Across the race track aisle from CE, Seiko watches were displayed in a freestanding Plexiglass case, with a men's model at $80.67 and a ladies' watch for $135.94.

Targeting the small business owner, BJ's displays two sku's of 30-in. x 60-in. office desks, with genuine oak at $326.33 and steel $167.99. A Casio cash register was $184.92.

Like most wholesale clubs, BJ's concentrates on getting the best deals on identifiable brands. "We don't buy on programs. We're committed to having a consistency of products, but not necessarily always the same brand," Weich explained.

Although BJ's sells mostly hard goods, Weich envisions eventually expanding the 3,500-sq.-ft. apparel section, which included Jordache women's jeans at $10.85, a Members Only jacket for $29.94 and London Fog Raincoats for $109.

BJ's approximately 3,500 sku's are displayed in a warehouse atmosphere that appears less stark than many others, thanks to bright orange steel shelving, blond wood checkout stands and several skylights.

While self-service is the rule, BJ's also offers free installation service for members who buy Michelin radial tires at prices from $30.96 to $80.58. Wheel balancing costs $5 per wheel in the six installation bays located in the back of the store.

Business members pay a $30 annual fee with two optional associate memberships available at $10 each.

Employees of certain companies and members of selected organizations, such as credit unions, can also obtain membership cards. They don't pay a fee, but must pay 5% over posted prices.

Congress Clears New Bills Affecting Supply Sources

(Continued from page 1)

both NMRI and AGMC during the closing days of the 1984 session.

Although the final version retains some provisions opposed by discounters—including a section likely to lead to a new International Trade Commission proceeding against low-priced footwear imports—retail industry groups expressed general satisfaction with the bill.

One key provision sliced from the final legislation would have made it much easier for domestic manufacturers to prove economic "injury" to United States businesses as a result of import competition, while a separate "protectionist" section cut from the bill have exposed foreign goods to greater risk of counterveiling duties.

Noting that the "worst" provisions were eliminated before enactment, AGMC president Edward Borda said the final version "avoids doing serious harm to retailers."

Similarly, Mathias' final anti-counterfeiting bill was amended extensively.

NMRI officials, who had criticized the original Mathias proposal for inviting "incursions by manufacturers into the marketing strategies of legitimate discount retailers," described the final version as "vastly revised and improved."

The bill that passed Congress as part of a broader, Administration-supported "crime" package may still cause some uneasiness among discount industry leaders, however.

The final version continues to hold American retailers and other suspected "traffickers" in counterfeit merchandise liable for stiff Federal fines, prison sentences and "treble damage" civil awards. It also retains particularly controversial provisions enabling manufacturers to seek no-warning "*ex-parte*" search and seizure raids on alleged distributors of these goods.

But, in response to discount industry concerns, a series of safeguards was inserted to discourage harassment of price-cutting retailers and other manufacturer "abuses" of the new law.

In addition to specifically exempting "parallel imports" from the definition of counterfeit merchandise, Senate leaders "reluctantly" agreed to a House provision offering a similar exemption for unauthorized product "overruns" by the manufacturer's own subcontractors.

In addition, both Houses issued reports emphasizing that the "remedies" provided to manufacturers by the new anti-counterfeiting law aren't intended to be used as a subterfuge for enforcing resale price maintenance conspiracies against discounters.

The final version was also stripped of a controversial House provision which would have allowed no-notice *ex-parte* search orders against stores if a court believes the retailer "should have known" that its merchandise was counterfeit. (Instead, the sanctions of the bill can only be imposed on firms that knowingly and intentionally distribute bogus products.)

With Congress not scheduled to return until early next year, the focus of discount industry Washington lobbyists has shifted to key Federal regulatory agencies which are considering a series of proposals to restrict so-called "parallel" or "gray market" imports.

Bob Curtis Dies

DAYTON, Ohio — S. J. (Bob) Curtis, security consultant, whose column "Pilferage Prevention" appeared periodically in *DSN* since 1962, died this month at the age of 68.

He had a heart condition, but death was unexpected.

Curtis was the former head of security of Lord & Taylor and J. L. Hudson, and lectured and wrote extensively on security.